

U.S. Department of Justice
Washington, DC 20530

OMB No. 1124-0002; Expires April 30, 2017

Supplemental Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended

For Six Month Period Ending 10/31/2015
(insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No. 5773

GEOFFREY WEILL ASSOCIATES

- (c) Business Address(es) of Registrant

27 WEST 24TH STREET
SUITE 305
NEW YORK, NY 10010

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

- (b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Position

Date Connection Ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Residence Address

Citizenship

Position

Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name

Residence Address

Citizenship

Position

Date Assumed

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Date Terminated

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position or Connection

Foreign Principal

Date Terminated

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
- If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
- If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

ISRAEL MINISTRY OF TOURISM

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
MONTHLY	ISRAEL MINISTRY OF TOURISM	RETAINER FEE FOR PUBLIC RELATIONS	\$ 39,000.
			<u>\$39,000</u>
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7. A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8. An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9. Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal:

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

ISRAEL MINISTRY OF TOURISM

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

ISRAEL MINISTRY OF TOURISM PAYS A MONTHLY RETAINER OF \$39,000.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☒ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☒ Lectures or speeches
☒ Other (specify) MEDIA EVENTS

Electronic Communications

- ☒ Email
☐ Website URL(s):
☒ Social media websites URL(s): FACEBOOK/GO ISRAEL
☒ Other (specify) @ISRAELTOURISM (TWITTER)

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify)

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify)

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

- Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

Nov. 16, 2015


NURITH LAURA MYERS

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



ISRAEL

Land of Creation

THE LATEST TRAVEL NEWS FROM ISRAEL
ISRAEL GOVERNMENT TOURIST OFFICE NORTH AMERICA
www.goisrael.com

"A BRIEF HISTORY OF HUMANKIND" SPECIAL EXHIBITION OPENS AT ISRAEL MUSEUM IN CELEBRATION OF MUSEUM'S 50TH ANNIVERSARY

In honor of its 50th anniversary, the Israel Museum in Jerusalem has launched a major exhibition, "A Brief History of Humankind," open through January 2, 2016. The show centers around 14 pivotal objects drawn from the Israel Museum's permanent collections, which illustrate the unfolding of civilization from prehistory to modern times. The objects on view include: The remains of the first use of fire in a communal setting; the first tools used by humankind; rare examples of the co-existence of *Homo sapiens* and Neanderthals; the earliest evidence of writing; the first coins; ancient written evidence of the Ten



**"A BRIEF HISTORY OF
HUMANKIND" SPECIAL
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ISRAEL MUSEUM IN
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**OPEN HOUSE TEL AVIV
OFFERS VISITORS
EXCLUSIVE ACCESS TO
CITY'S HOMES AND
BUILDINGS**

**JERUSALEM'S OLD CITY
LIGHTS UP FROM JUNE 3-11,
2015**

**ARCHEOLOGY 2015
CONFERENCE TO BE HELD IN
JERUSALEM, JUNE 21-25**

**MAMMA MIA! RETURNS TO
ISRAEL, AUGUST 20 -
SEPTEMBER 5, 2015**

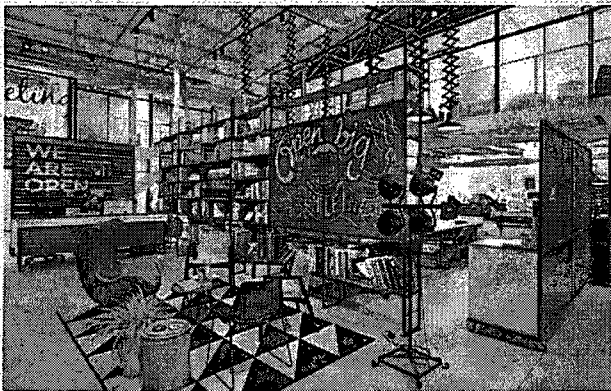
**ELMA ARTS COMPLEX
LUXURY HOTEL OPENS IN
ZICHRON YA'AKOV**

Commandments; and the manuscript of Albert Einstein's Special Theory of Relativity.

Click [here](#) to know more.

OPEN HOUSE TEL AVIV OFFERS VISITORS EXCLUSIVE ACCESS TO CITY'S HOMES AND BUILDINGS

Hidden apartments, urban villas, buildings with interesting architecture, designer lofts and curious plazas and gardens will all be on display during the Open House Tel Aviv festival from May 14-16, 2015. Inspired by Open House London and Open House New York, Tel Aviv now opens up private spaces one weekend each year for the public to peruse and explore.



Click [here](#) to know more.

JERUSALEM'S OLD CITY LIGHTS UP FROM JUNE 3-11, 2015

Jerusalem's Old City will once again host the Light in Jerusalem Festival from June 3-11, 2015. This year, ten international and several local light artists will present spectacular 3-D light exhibits, sculptures and video projections. Live performances, exhibits and tours will also be offered. The festival is expected to attract more than 250,000 visitors to the Old City throughout the week-long festival.

TEL AVIV'S PORT MARKET - A UNIQUE CULINARY EXPERIENCE

"DINOSAUR WORLD"
EXHIBITION AT THE NEGEV
ZOO THROUGH JUNE 14

NEW EXHIBITION "IN THE
PLACE FARTEST FROM TEL
AVIV" SHOWCASING WORKS
BY SCULPTOR VARDA
YATOM AT THE OPEN
MUSEUM IN TEFEN

Media Contacts

Jennifer Berg
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Omri Abarbanel
Israel Government Tourist Office
646-779-6756

ISRAEL GOVERNMENT TOURIST OFFICES IN NORTH AMERICA

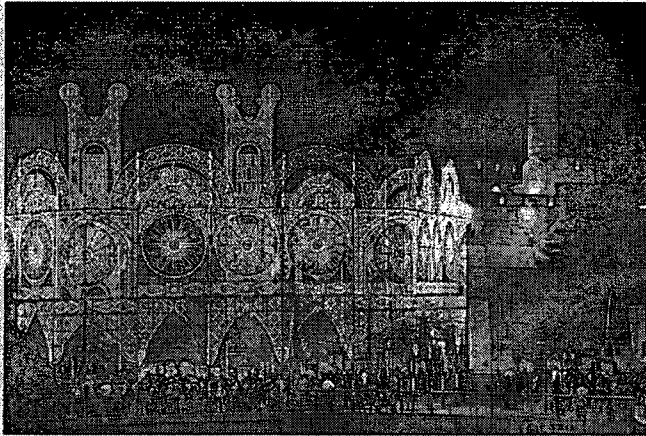
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MIDWESTERN USA
Chicago
jilld@imot.org

WESTERN USA
Los Angeles
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CANADA
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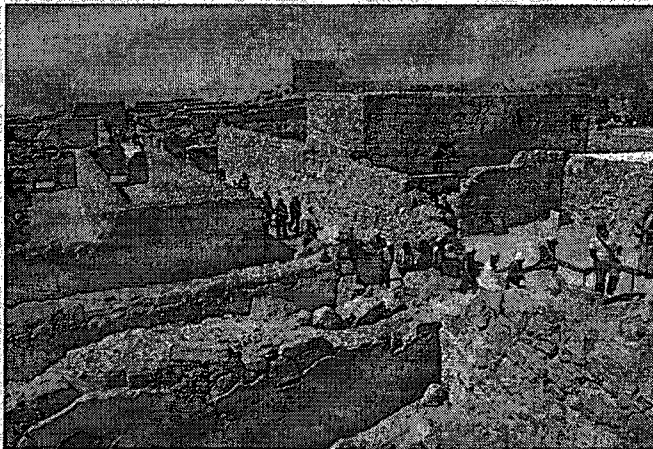


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ARCHEOLOGY 2015 CONFERENCE TO BE HELD IN JERUSALEM, JUNE 21-25

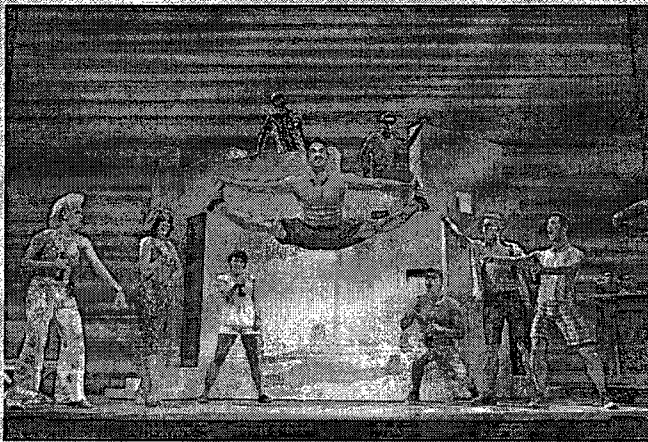
Jerusalem will host Archeology 2015, an international conference on the findings and discoveries resulting from archeological excavations in Israel, from June 21-25, 2015. Archeology 2015 will be held in English and is open to participants from around the world who are interested in archeology, history, religion, education and the arts. The conference will offer tours of the most intriguing sites in the Holy Land and will allow participants to meet with researchers and excavators.



Click [here](#) to know more.

MAMMA MIA! RETURNS TO ISRAEL, AUGUST 20 - SEPTEMBER 5, 2015

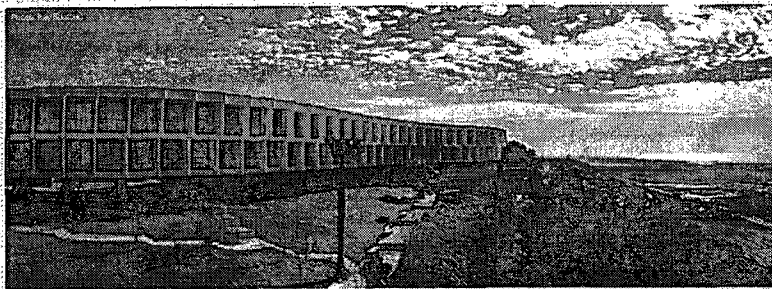
MAMMA MIA! returns to Israel for a limited run from August 20-September 5, 2015 at the Tel Aviv Opera House. *MAMMA MIA!*, the tremendously successful musical based on the music of ABBA, perviously performed to a sold-out audience of 70,000 at Tel Aviv's Nokia Arena in 2007. The performance at the Tel Aviv Opera House will be identical to the London show in terms of directing, choreography, settings, lighting and music.



Click [here](#) to know more.

ELMA ARTS COMPLEX LUXURY HOTEL OPENS IN ZICHRON YA'AKOV

The ELMA Arts Complex Luxury Hotel is now open in Zichron Ya'akov, after eight years of planning and construction. World-class art combines with luxury and personalized hospitality at the ELMA, in which a cultural center and hotel are intertwined in a single site offering 95 rooms and suites, two performance halls, over 8,000 square feet of gallery space exhibiting the works of Israeli and international artists, Chef Ohad Levi's Oratorio restaurant, an extensive spa, a hammam, indoor and outdoor swimming pools, a gym, 28 acres of forest and incredible views of the Mediterranean Sea.



Click [here](#) to know more.

TEL AVIV'S PORT MARKET - A UNIQUE CULINARY EXPERIENCE

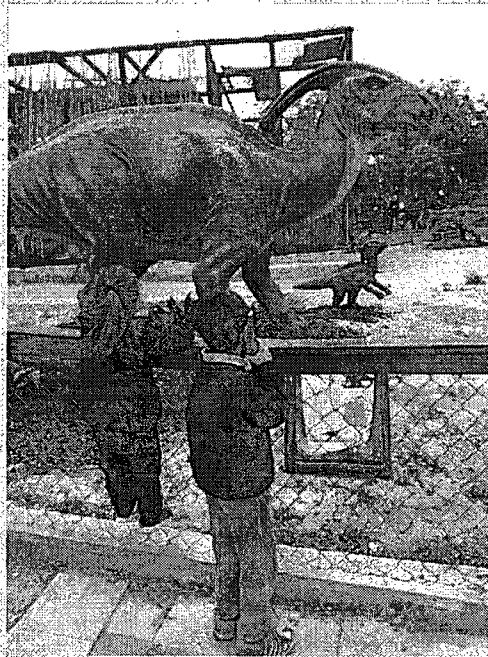
The Port Market, known in Hebrew as "Shuk HaNahal", is located at the northern end of the Tel Aviv Port, offering visitors a unique culinary experience complete with specialty stores, farmers' booths selling fresh local produce, food stands and some of the finest restaurants all within a two-story structure. The market is open every day from 8AM to 8PM, except Sundays. On Fridays, there is a local farmers' market that trades in the adjacent parking lot.



Click [here](#) to know more.

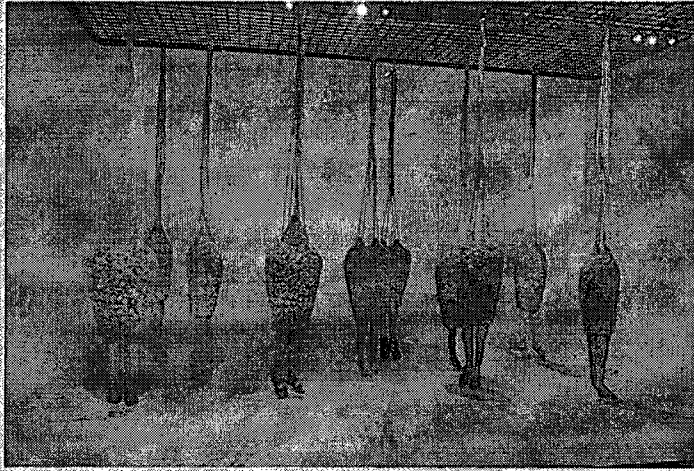
"DINOSAUR WORLD" EXHIBITION AT THE NEGEV ZOO THROUGH JUNE 14

The "Dinosaur World" exhibition is on at the Negev Zoo in southern Israel until June 14, 2015. The exhibition showcases more than 30 species of life-size dinosaurs, some of which are almost 40 feet tall, moving around in a lifelike manner. The exhibition also allows guests to search for Tyrannosaurus Rex fossils and learn the mechanical secrets behind the dinosaur models - and even control them.



**NEW EXHIBITION "IN THE PLACE
FARTHEST FROM TEL AVIV"
SHOWCASING WORKS BY SCULPTOR
VARDA YATOM AT THE OPEN
MUSEUM IN TEFEN**

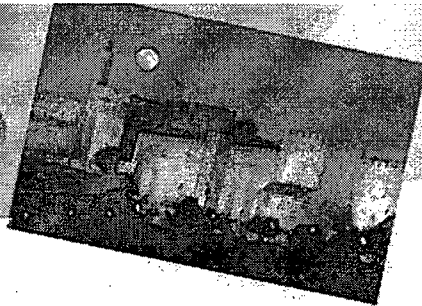
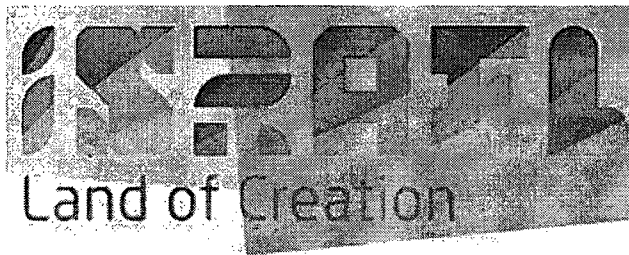
The Open Museum in Tefen is currently showcasing the works of Israeli artist Varda Yatom, in an exhibition titled "In the Place Farthest From Tel Aviv," on now through October 2015. Yatom is one of the world's leading ceramic sculptors, whose works are characterized by existential questions and forms of distress. Her works are created in different series, each with a specific subject, while every sculpture also exists autonomously as a work in its own right.



Click [here](#) to know more.

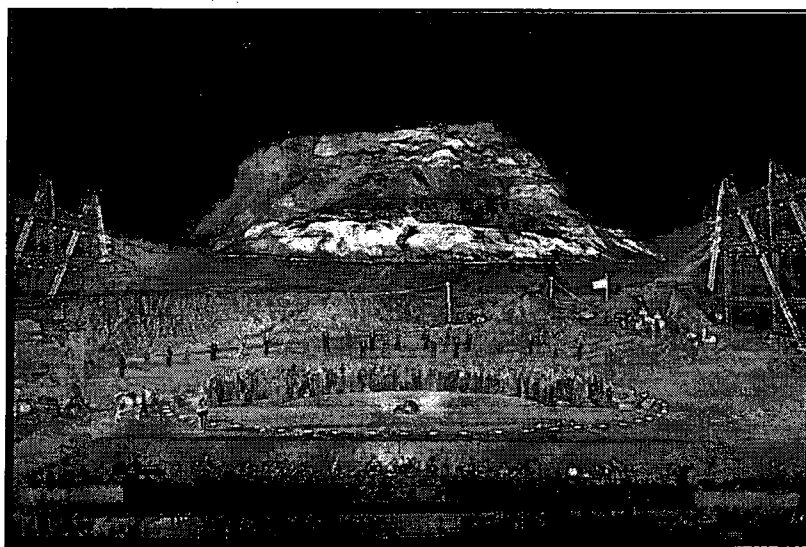
Geoffrey Weill Associates

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Additional information available at the Department of Justice.*



PRESS RELEASE

**FIFTH ANNUAL ISRAELI OPERA FESTIVAL AT MASADA
FEATURES TWO FULLY STAGED OPERA PRODUCTIONS
FOR THE FIRST TIME -
TOSCA AND *CARMINA BURANA***



Carmen performance at the Israeli Opera Festival at Masada in 2012

New York - May 12, 2015: The Israeli Opera Festival at Masada will take place for the fifth time next month with productions of Giacomo Puccini's *Tosca* and Carl Orff's *Carmina Burana*. Following four highly successful festivals, the Israeli Opera Festival at Masada is the largest cultural and tourism event in Israel.

Thousands of tourists and Israelis flock annually to the festival, where the fortress of Masada serves as the backdrop to the performance, which is staged in a temporary 7,000-seat amphitheater within an opera village on the desert floor.

Tosca will be performed on Thursdays, June 4 and 11, and on Saturdays, June 6 and 13. It will be directed by Nicolas Joel and conducted by world-renowned maestro Daniel Oren, who meticulously selected a team of international and Israeli soloists.

Carmina Burana will be performed on Fridays, June 5 and 12 in a new fully staged production directed by Michal Znanieck and conducted by James Judd. The production will involve a cast of hundreds of singers, musicians, dancers and actors along with pyrotechnics and spectacular colors.

For more information on the festival, click [here](#).

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

Jennifer Berg at **WEILL** - jberg@geoffreyweill.com - 1-866-PRWEILL FREE

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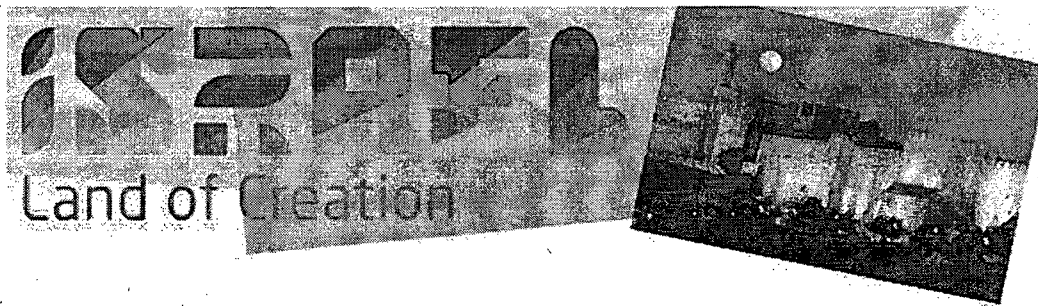
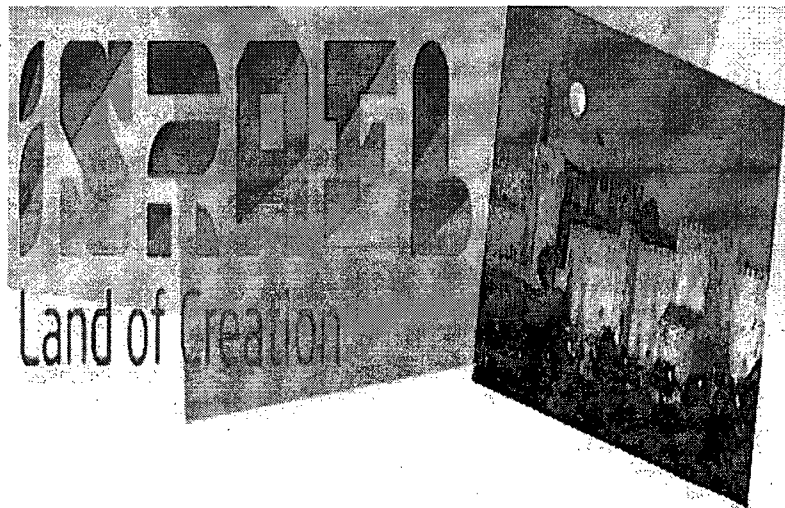


PHOTO RELEASE

PREMIERE OF *TOSCA* AT THE ISRAELI OPERA FESTIVAL AT MASADA TONIGHT



*Soloists from the Israeli Opera performing Tosca at a dress rehearsal
before tonight's premiere.*

New York - June 4, 2015: Giacomo Puccini's *Tosca* premieres tonight at the Israeli Opera Festival at Masada, Israel's largest and most anticipated cultural and tourism event.

Tonight's premiere performance will be the product of 2,500 workers, 500 performers on stage, hundreds of costumes, spectacular lighting and a temporary 7,000-seat amphitheater on the desert floor. It will be directed by Nicolas Joel and conducted by world-renowned maestro Daniel Oren.

The Israeli Opera Festival at Masada will feature four performances of *Tosca* and two performances of Carl Orff's *Carmina Burana*.

For more information on the festival, click [here](#).

For more information about travel to Israel, visit www.goisrael.com.

MEDIA CONTACTS

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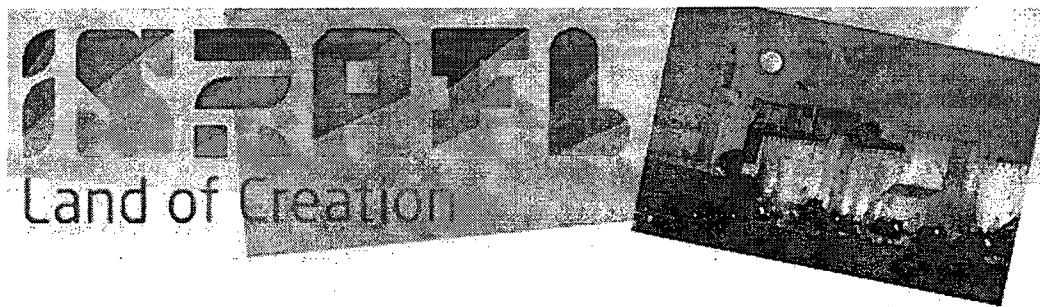


PHOTO RELEASE

TEL AVIV'S LARGEST-EVER PRIDE FESTIVAL ATTRACTS RECORD NUMBER OF PARTICIPANTS FROM ISRAEL AND AROUND THE WORLD

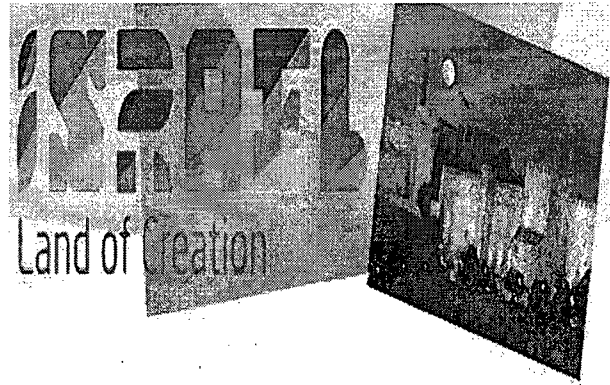


New York - June 15, 2015: Tel Aviv's 17th annual Pride Parade took place this weekend, marking its largest parade to date. More than 100,000 people marched together to show that "Tel Aviv Loves All Genders" with a giant celebration carried through the streets of Tel Aviv. Guest of honor Conchita Wurst performed her Eurovision-winning song, *Rise Like a Phoenix*.

Not only has its pride parade become a major event within the global gay pride calendar, but in recent years Tel Aviv has also become one of the world's leading gay-friendly tourist destinations.

The 2016 Tel Aviv Pride Parade will take place on June 3, 2016.

For more information about travel to Israel, visit www.goisrael.com.



MEDIA CONTACTS

Beth Levin at **WEILL** - blevin@geoffreyweill.com - 1-866-PR-WEILL

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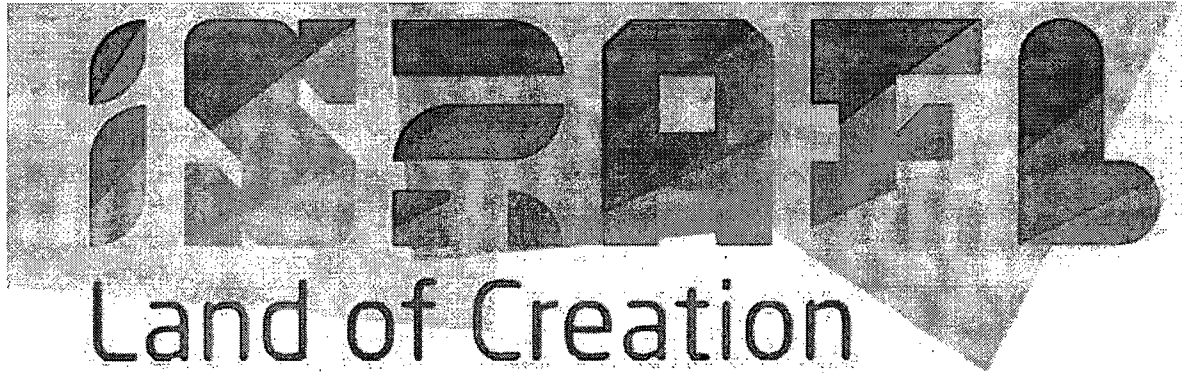
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THE LATEST TRAVEL NEWS FROM ISRAEL
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FIFTH ANNUAL ISRAELI OPERA FESTIVAL AT MASADA HAPPENING NOW

The fifth annual Israeli Opera Festival at Masada is currently going on featuring productions of Giacomo Puccini's *Tosca* and Carl Orff's *Carmina Burana*. The Israeli Opera Festival at Masada is the largest cultural and tourism event in Israel. The Festival also extends to Akko from September 10-12 for a weekend of Mozart delights at the Crusaders Courtyard.

FIFTH ANNUAL ISRAELI OPERA FESTIVAL AT MASADA HAPPENING NOW

**TEL AVIV CELEBRATES
SUMMER PRIDE FESTIVAL**

**TERRAOLIVO INTERNATIONAL
EXTRA VIRGIN OLIVE OIL
COMPETITION THROUGH JUNE
14, 2015**

**INTERNATIONAL EXHIBITION OF
CONTEMPORARY PAPER ART
AT OLD JAFFA MUSEUM "PAPER
CRUMPLING | PAPER FOLDING |
PAPER CUTTING"**

**THIS PLACE, A LOOK AT ISRAEL
AND THE WEST BANK THROUGH
THE EYES OF 12 RENOWNED
ARTISTS OPENS AT TEL AVIV
MUSEUM OF ART THROUGH
SEPTEMBER 6, 2015**

**TWO NEW ATTRACTIONS OPEN
IN EILAT: ISRAEL'S LARGEST
MUSICAL FOUNTAIN AND
SKATEPARK**

**BACKSTREET BOYS, ONE
REPUBLIC AND ART**



Land of Creation

[Click here to know more.](#)

TEL AVIV CELEBRATES SUMMER PRIDE FESTIVAL

The annual Tel Aviv Summer Pride Festival is happening this week and has attracted thousands of international tourists. The focus of this year's festival is the transgender community and the highlight of the week is the Pride Parade, happening on June 12.



Land of Creation

TERRAOLIVO

**GARFUNKEL RECENTLY
ARRIVED IN ISRAEL**

**JERUSALEM NIGHT RUN JUNE
18, 2015**

**EPIC ISRAEL MOUNTAIN BIKE
RACE OCTOBER 8-10, 2015**

**TEL AVIV HOSTS TEL AVIV
WATER GAMES, OCTOBER 15-
19, 2015**

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**INTERNATIONAL EXTRA
VIRGIN OLIVE OIL
COMPETITION THROUGH
JUNE 14, 2015**

Terraolivo is an international extra virgin olive oil competition taking place June 7-14 at the Olive Tree Hotel, Jerusalem. With more than 500 samples to taste from 17 different countries, the competition also offers participants the opportunity to tour the north and south of Israel as well as Jerusalem.



Click [here](#) to know more.

**INTERNATIONAL
EXHIBITION OF
CONTEMPORARY PAPER
ART AT OLD JAFFA
MUSEUM
"PAPER CRUMPLING |
PAPER FOLDING | PAPER
CUTTING"**

Old Jaffa Museum launches a contemporary paper art exhibition, which will run through August 30,

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2015. The exhibition brings together 30 world-renowned paper masters and displays some of their works. Workshops are offered to visitors interested in learning three techniques of paper art: paper crumpling, paper folding and paper cutting.



Click [here](#) to know more.

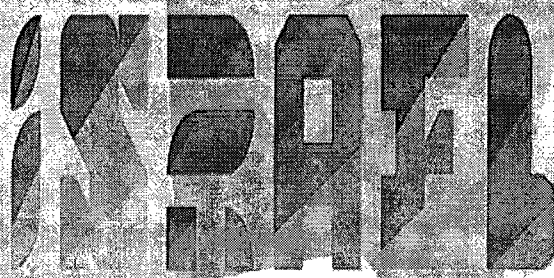
***THIS PLACE, A LOOK AT
ISRAEL AND THE WEST
BANK THROUGH THE EYES
OF 12 RENOWNED ARTISTS
OPENS AT TEL AVIV
MUSEUM OF ART THROUGH
SEPTEMBER 6, 2015***

A new exhibit entitled *This Place* is now open at the Tel Aviv Museum of Art and will run through September 6, 2015. The exhibit explores the complexity of Israel and the West Bank through the eyes of 12 internationally acclaimed photographers. Each photographer spent approximately six months in Israel, pursuing his or her own artistic interests, and during this time thousands of original artworks were created. The result is a major museum exhibit as well as the publication of monographs by each artist and a comprehensive catalog.



TWO NEW ATTRACTIONS OPEN IN EILAT: ISRAEL'S LARGEST MUSICAL FOUNTAIN AND SKATEPARK

Two new attractions recently opened in Eilat's main park - Israel's largest musical fountain and an extreme skatepark. Both attractions are open free of charge to the public. The musical fountain extends over 16,000 square feet and contains a sound system, more than 400 colored LED lights and 350 jets spraying water almost 100 feet into the air. Visitors can cool off in the fountain during the hot daytime hours and witness the fountain shows, which will take place several nights each week. A mobile app is in the works that will allow visitors to control the water jets. The extreme skatepark is complete with stunt tracks for professionals and amateurs and can host international skateboarding competitions.



Land of Creation

Click [here](#) to see a video of the fountain.

BACKSTREET BOYS, ONE REPUBLIC AND ART GARFUNKEL RECENTLY ARRIVED IN ISRAEL

The Backstreet Boys, One Republic and Art Garfunkel all arrived in Israel recently to perform in and around Tel Aviv. The Backstreet Boys performed at the Ra'anana Amphitheater May 19, 20 and 21; One Republic performed at Hayarkon Park on May 28; and Art Garfunkel performed at Bloomfield Stadium on June 10.

JERUSALEM NIGHT RUN JUNE 18, 2015

The second annual Jerusalem Night Run will be held on June 18, 2015 with a choice of running either the 5km or 10km track. The tracks will work their way around fascinating holy sites illuminating 3,000 years of history and culture in Israel's capital. Last year, more than 5,000 runners participated in the race.



Click [here](#) to know more.

EPIC ISRAEL MOUNTAIN BIKE RACE OCTOBER 8-10, 2015

Epic Israel is a full-board mountain bike race with more than 500 riders from Israel and abroad expected to participate in the three-day event. The race begins and ends at the Epic village in the Megiddo municipality and offers participants an exciting and challenging route. It passes through Mount Carmel and Zichron Yaakov in northern Israel as well as the Horshan and Alonei Itzhak nature reserves in the south. The route will also include fun single tracks in Mishmar HaEmek Forest.

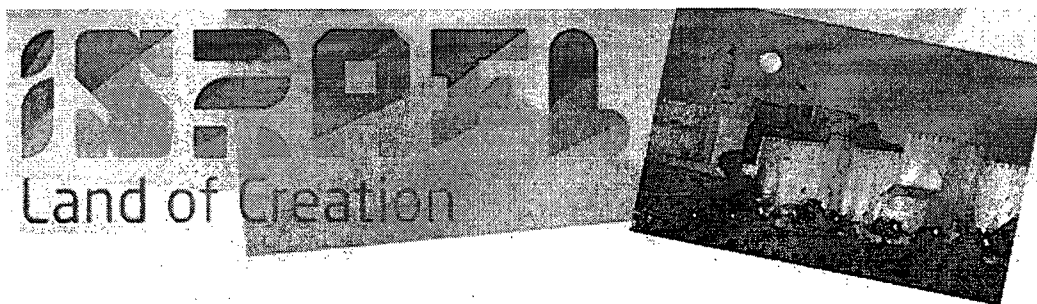


TEL AVIV HOSTS TEL AVIV WATER GAMES, OCTOBER 15-19, 2015

Tel Aviv will be hosting the Tel Aviv Water Games 2015, an international LGBT sports and cultural festival, from October 15-19, 2015. This will be the first international sporting event catering specifically to the LGBT community to be held on the beautiful Mediterranean beaches of Tel Aviv. The Games will consist of a beach volleyball tournament, swim races, soccer games, water polo games, sunset yoga and bicycle tours of the city. There will also be celebrations and parties going on late into the night at Tel Aviv's world-famous bars and clubs.



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PRESS RELEASE

ISRAEL'S MUSEUMS OPEN VIRTUAL DOORS THROUGH NATIONAL PORTAL



[Pictured, from left to right: 16th-century candleholder from the Hechal Shlomo Jewish Heritage Center; Jacob Steinhardt's The Blessing of The Moon from the Hecht Museum; an amulet from the Isaac Kaplan Old Yishuv Court Museum; a 20th-century kippa; and Claude Monet's Pond with Water Lilies from the Israel Museum]

New York - June 30, 2015: Museums in Israel are opening their virtual doors and collections worldwide via laptop, tablet and Smartphone giving global visitors a unique look into Israel's preservation of culture and heritage in the digital age. The Museums in Israel National Portal website acts as a visually engaging gateway that allows the general public - scholars, researchers, tourists, museum visitors - to simply, easily, and quickly gain access to museum collections.

An estimated 1.5 million items are stored in Israel's museums - vast holdings covering Art, Judaica, History, Archeology, World Cultures, Nature and Science. A wealth of knowledge is now available at the fingertips and keyboards of anyone who wants to learn more about this treasure trove of permanent and temporary exhibits, including world-renowned items and pieces now revealed to the public for the first time.

Features of the portal include:

- Comparison of items retrieved from different collections and museums
- 360-degree views of 3-D items
- PDF output
- Sharing

- Geographic orientation

For more information, see www.museumsinisrael.gov.il/en

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WHAT WE JUST DUG UP

THE LATEST ARCHEOLOGICAL NEWS FROM ISRAEL

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SUMMER 2015

DISCOVERED! RARE INSCRIPTION FROM THE TIME OF KING DAVID

A rare inscription from the time of King David was discovered in the Valley of Elah. Pieces of a 3,000-year-old ceramic jar were found in 2012 during excavations. Letters written in ancient Canaanite script could be discerned on several of the pieces, sparking the curiosity of researchers, who have since worked to decipher the inscription. Find more information [here](#).

REMAINS OF BYZANTINE CHURCH UNCOVERED

While working on expanding the main highway linking Jerusalem and Tel Aviv, archeological excavations at the entrance to Abu Ghosh have uncovered a large Byzantine-period road station that included a church. Other findings included oil lamps, coins, special glass vessels, marble fragments, and mother-of-pearl shells.



EARLIEST KNOWN DEPICTION OF MUSIC SCENE IN ISRAEL DISCOVERED

A recently discovered seal impression from 5,000 years ago portrays a scene of a "sacred marriage" ceremony between the king and a goddess in Mesopotamia that included music and dancing. According to researchers, this represents the first possible identification of a figure playing an instrument on a seal impression from the third millennium BCE.



SECTION OF ANCIENT JERUSALEM'S LOWER AQUEDUCT DISCOVERED

A section of Jerusalem's Lower Aqueduct, which carried water to the city more than 2,000 years ago, was uncovered in the Umm Tuba quarter, located near Har Homa, during the construction of a sewer line in the neighborhood. Due to its historical and archeological importance, the Israel Antiquities Authority is taking steps to prevent any damage to the aqueduct, and is working to reveal sections of its remains, study them, and make them accessible to the general public.



1,400-YEAR-OLD WINE PRESS FOUND

A wine press used 1,400 years ago was recently discovered by teenagers in Jerusalem's Neve Yaakov neighborhood. Measuring 16.4 feet across, the artifact is carved out of a boulder, and has a large square floor where grapes were once crushed by barefoot workers. The teens took it upon themselves to dig out the wine press. Find more information [here](#).

THE SITE OF JESUS'S TRIAL BY PONTIUS PILATE

A dig in Jerusalem's Old City has revealed 2,700 years of history, from the time of the First Temple through the Roman, Crusader and Ottoman periods. The dig was initiated in 1999 in order to inspect the site before it was transformed into an event space for the Tower of David Museum. Originally built as a jail by the Ottoman Turks in the 1800s, the site has revealed the remains of a defensive wall built by the Hasmoneans. The room may have also been the site of Jesus's trial by Pontius Pilate. Find more information [here](#).

ARTIFACTS SHOW EGYPTIAN CULTURE STILL ALIVE YEARS AFTER THE "EXODUS FROM EGYPT"

This past year, Israel Antiquities Authority archaeologist Amir Ganor directed an excavation in a cave in the vicinity of Kibbutz Lahav, located in the south of the country. At a press conference held in Jerusalem on the eve of Passover, Ganor revealed archeological finds to the public, which attest to the existence of an Egyptian administrative center in the region 3,400 years ago. Among the findings were more than 300 pottery vessels, some of which were intact, along with dozens of pieces of jewelry made of bronze and Egyptian



faience, and seals carved with Egyptian imagery. Upon completion of this investigation, important information on Egypt's influence on Israel during the biblical period will become apparent.

BEER-MAKING FRAGMENTS REVEAL EGYPTIAN OCCUPATION DATING BACK 5,000 YEARS

Evidence indicating the presence of an ancient Egyptian population from more than 5,000 years ago is currently being revealed in downtown Tel Aviv amid excavations prior to constructing office buildings

at an office building construction site. Seventeen pits were found, which were used to store agricultural products in the Early Bronze Age I (3500-3000 BCE). Also among the findings were fragments of large ceramic Egyptian-style basins, which were once used to make beer. This discovery marks the first evidence of an Egyptian presence in the center of Tel Aviv during this period.



LARGEST KNOWN MASK OF PAN UNCOVERED

A large bronze mask of the god Pan, the only one of its kind, was recently uncovered at the University of Haifa's excavation at Hippos-Sussita National Park on the eastern shores of the Sea of Galilee. According to Dr. Michael Eisenberg from the university's Zinman Institute of Archeology, bronze masks of this size are extremely rare as most of the known bronze masks from the period are miniature and usually do not depict Pan or any of the other Greek or Roman mythological images. Find more information [here](#).

SPELUNKERS FIND 2,300-YEAR-OLD RARE OBJECTS IN A CAVE IN NORTHERN ISRAEL

A month after divers off the coast of Caesarea discovered treasures made of gold, another important discovery has been made. This one, from a cave in northern Israel, has shown a selection of rare coins, along with silver and bronze objects dating back 2,300 years. Officials believe this to be one of the most important discoveries to come to light in the north of the country in recent years.



FIRST-CENTURY HOME IN NAZARETH MAY BE WHERE JESUS GREW UP

Archeologists have found new evidence suggesting that a small 1st-century house in Nazareth could be the home where Jesus was raised. Archeologists found that the Byzantine Empire protected the house by constructing a church over this spot; years later, during the 12th century, Crusaders fixed up the church after it fell into disrepair. These findings suggest that both the Byzantines and Crusaders believed that this was indeed Jesus's home. Find more information [here](#).

1,500-YEAR-OLD GRAPE SEEDS DISCOVERED

Grape seeds from the Byzantine era have been uncovered for the first time. These grapes were used to produce "the Wine of the Negev," one of the most renowned wines from the Byzantine Empire. According to the director of the excavation, the vines growing in the Negev today are of European varieties, whereas the Negev vine has since been lost to the world. Wine growers and archeologists hope to be able to uncover the secret of the Negev vines so that they can eventually recreate this ancient wine.



SEXY SYMBOLS FOUND AT ANCIENT CULT SITES

One hundred prehistoric "cult sites" have been discovered in the Eilat Mountains, an arid area of the Negev Desert. At the sites, which date back 8,000 years, archeologists discovered a variety of stone structures and artifacts, including stone circles that measure roughly five to eight feet with male genitalia-shaped installations pointing toward them. Other findings included standing stones reaching 2.6 feet high and stone carvings depicting a human-like shape. Find more information [here](#).

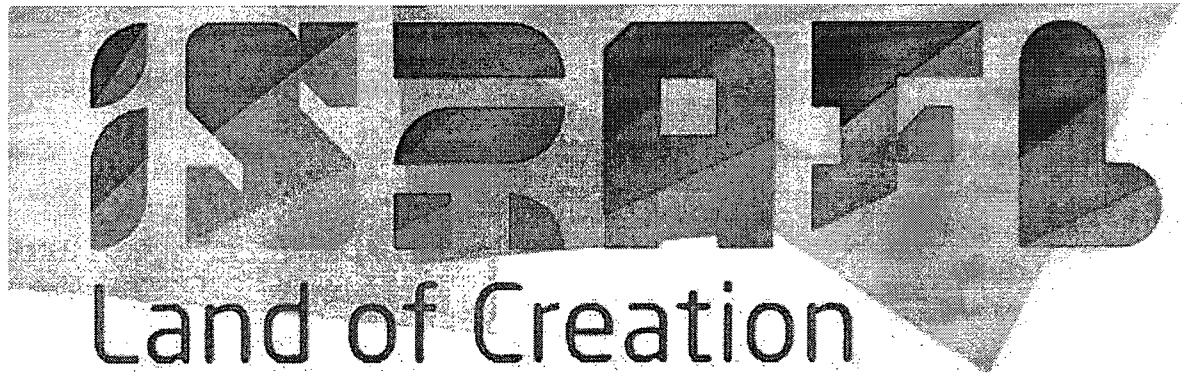
GOLD TREASURE ON DISPLAY

About 2,600 coins of pure 24-karat gold - the largest amount of gold ever discovered in Israel - can be viewed at the Archaeology Wing of the Israel Museum. Discovered in February of this year, the gold will be on display at the museum for the next three months. Find more information [here](#).

EARLY CHRISTIAN MOSAIC FLOOR UNEARTHED

An early Christian mosaic floor dating back to the fourth century has been unearthed at the Greek Orthodox Church of the Annunciation in Nazareth. It's believed that Angel Gabriel announced the birth of Jesus to Mary at the site where the church was built and rebuilt over time. The floor and the original church may have been constructed as a Christian pilgrim site when Christianity became the state religion of Rome. Find more information [here](#).

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UNESCO ADDS ANCIENT GALILEE JEWISH BURIAL SITE TO WORLD HERITAGE LIST

UNESCO has just added the Necropolis of Beth She'arim in Western Galilee to its list of World Heritage sites. Consisting of a series of catacombs, the necropolis dates back to the 2nd century, when it was created as the primary Jewish burial place outside Jerusalem following the second Jewish revolt against Roman rule. The site marks the tenth UNESCO World Heritage site in Israel.

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**NORMAN HOTEL TEL AVIV IS
VOTED WORLD'S BEST
BOUTIQUE HOTEL**

Jetsetter has named Norman Tel Aviv as the world's best boutique hotel. Based on reviews by 200 international journalists, the magazine commended the hotel for its beautiful interiors, "hand-painted tile floors, high ceilings, creamy leather seating and original Israeli artwork." The Norman is famous for its elegant suites and penthouse units in addition to its 50 guestrooms, many of which have their own private balconies.



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YANKEES LEGEND MARIANO

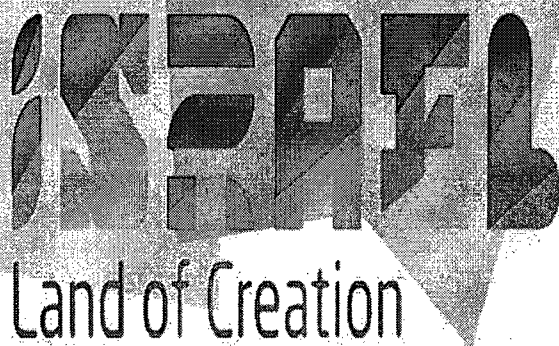
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RIVERA PRAYS FOR TEAM IN ISRAEL

Retired legendary New York Yankees closing pitcher Mariano Rivera traveled to Israel last month, visiting the country's most famous historical and religious sites, and praying for his former team along the way. For Rivera, the trip to Israel was the fulfillment of a lifelong dream.



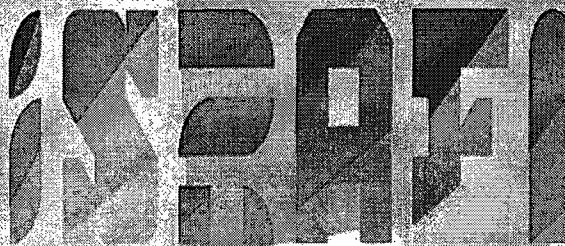
Mariano Rivera (center) and Eilat Lieber, director of the Tower of David Museum (right), meet Minister of Tourism Yariv Levin at the Tower of David in the Old City of Jerusalem. (Hamutal Wachtel)

CHICK COREA, BOBBY MCFERRIN, CHRIS BROWN AND GLORIA GAYNOR TO PERFORM IN TEL AVIV

Jazz legends Chick Corea and Bobby McFerrin will perform at Zappa Live Park on July 24, Chris Brown will take the stage at the Rishon LeZion Ampitheater on July 27, and Gloria Gaynor will perform at the Cultural Palace on July 29.

MICHAEL DOUGLAS HONORED WITH GENESIS PRIZE

American actor Michael Douglas, 70, was honored with the Genesis Prize for his work promoting a more welcoming and inclusive Judaism. Regarded as the Jewish Nobel Prize, the event was hosted by Jay Leno for the second year in a row. The Prize is given to those who inspire others through their engagement and dedication to the Jewish community and/or the State of Israel.




Land of Creation

From left to right: Comedian Jay Leno, Genesis Prize Foundation CEO Stan Polovets, Prime Minister Benjamin Netanyahu, Michael Douglas, Jewish Agency chairman Natan Sharansky, and Knesset speaker Yuli Edelstein at the Genesis Prize ceremony at the Jerusalem Theater, June 18, 2015 (Marc Israel Sellem/Flash90)

DESIGN MUSEUM HOLON OPENS "URBAN SHADE IN ISRAEL"

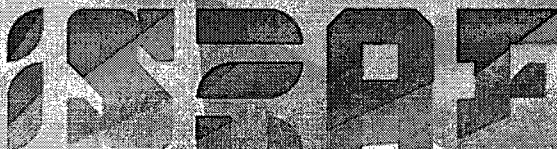
On view through October 31, "Urban Shade in Israel," the newest exhibit at Israel's Design Museum Holon, marks the climax of a three-year entrepreneurial design project with the goal of incorporating design in urban spaces. Find more information [here](#).



Land of Creation

LIVE FROM THE ELMA

Israel's hot new hotel the Elma continues to attract tourists and locals alike as both a luxury hotel and an arts complex, boasting a 750-seat auditorium for performances. Located in the historic village of Zichron Ya'akov, north of Tel Aviv, the hotel is situated at an ideal spot overlooking the Mediterranean Sea. In the coming month, the Elma will host such plays as *Exit the King*, local musicians like Rona Kenan, and a live tribute to the Buena Vista Social Club.



Land of Creation

Find more information [here](#).

BOSTON BECOMES ISRAEL'S SIXTH NORTH AMERICAN GATEWAY

As of June 29, EL AL is now operating three direct flights on designated Boeing 767-300 aircraft on Sundays, Tuesdays and Thursdays to Logan International Airport in Boston. Other North

American gateways offering direct flights to Israel are Newark and JFK in New York, Toronto, Los Angeles, and Philadelphia.



AMERICAN AIRLINES WILL FLY TO ISRAEL

Following the merger of US Airways and American Airlines, US Airways' final flight will depart on October 17, 2015. American Airlines will take over all of US Airways' flight routes, including from Philadelphia to Tel Aviv, becoming the latest US carrier flying to Israel.

RYANAIR ANNOUNCES FIRST DIRECT LOW-COST FLIGHTS TO ISRAEL

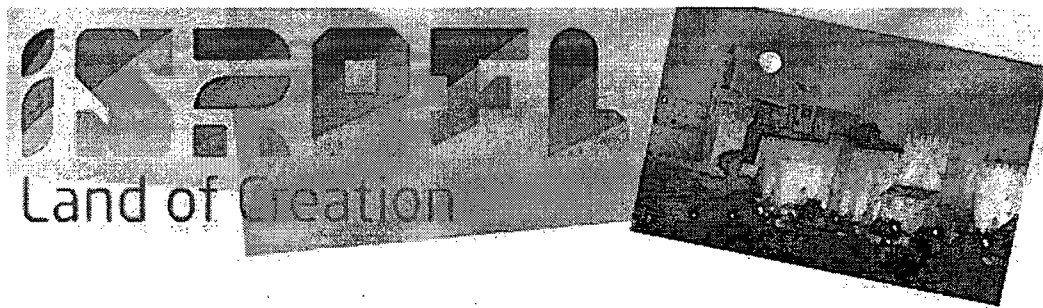
Starting in November, Ryanair will offer three new routes from Eastern and Central Europe to Israel. The airline will fly to Eilat six times a week from Budapest, Hungary; Kaunas, Lithuania; and Krakow, Poland; hoping to carry 40,000 passengers a year. Ryanair is continuing to negotiate with Israeli authorities and aims to eventually grow its route network in the future.

AMERICAN FOOTBALL STARS "TOUCH DOWN" IN ISRAEL

In an effort to bring professional football to Israel, New England Patriots owner Robert Kraft sponsored a trip for 19 NFL Hall of Famers from June 16-23, 2015. Donning the name "Touchdown to Israel: Mission of Excellence," the trip allowed the Hall of Famers to experience the land firsthand, and participate in football events with locals.

Geoffrey Weill Associates

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PRESS RELEASE

TRAVEL + LEISURE NAMES JERUSALEM ONE OF THE WORLD'S TOP 10 CITIES

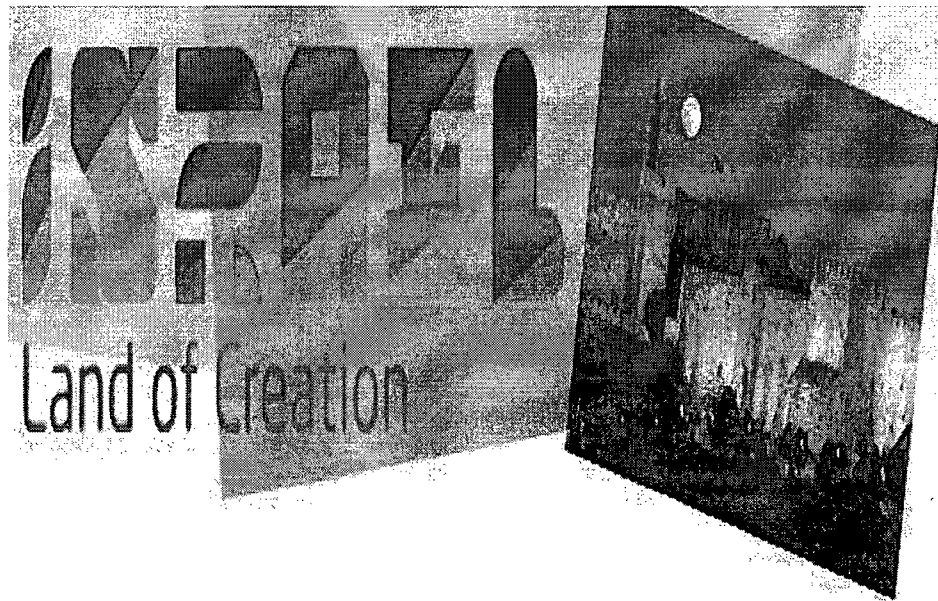


Photo Credit: Jonas Hansel

New York - July 10, 2015: The readers of *Travel+Leisure* magazine have named Jerusalem one of the World's Top 10 Cities as part of its annual World's Best Awards. Based on a survey completed by thousands of experienced travelers, the awards also include top hotels, islands, airlines and airports around the world.

"For globetrotting travelers, it's easy to recognize a spectacular city," says *Travel + Leisure* writer Melanie Liberman. "They are energetic, diverse destinations intent on preserving local heritage, revitalizing undervalued neighborhoods, and they possess distinct personalities that set them apart

from other metropolises."

Travel + Leisure applauds Jerusalem for its distinct convergence of cultures and religions, and characterizes it as a destination that looks to the future: 'luxury apartment buildings now erupt like stalagmites from the Judean Desert, and high-end restaurants are bringing a new upmarket appeal to this arid oasis.'

"We are enormously gratified that Jerusalem has been named among the world's top cities by the readers of so prestigious a publication," says Uri Steinberg, the Israel Tourism Commissioner for North America. "Jerusalem is a city that is constantly changing, yet one that is deeply founded in faith and history, making it utterly unique."

Alongside Jerusalem, the publication names Bangkok, Barcelona, Cape Town, Charleston, Florence, Krakow, Kyoto, Rome and Siem Reap as the world's 9 other "Top Cities."

Find more information [here](#).

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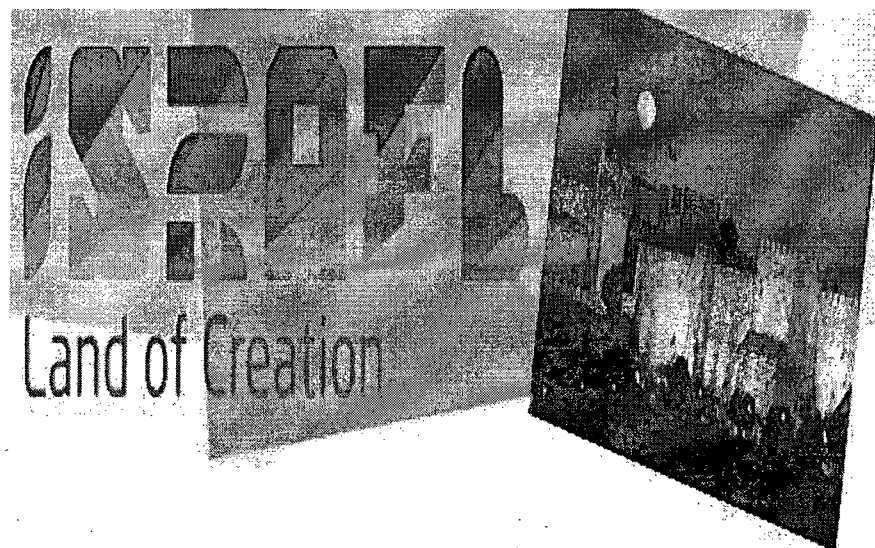
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PHOTO RELEASE

UMBRELLAS BRIGHTEN UP JERUSALEM'S SKIES



New York - July 7, 2015: The streets of Jerusalem have been lined with 1,000 brightly colored umbrellas hanging in the skies, giving the illusion that they are floating in mid-air.

Finding a new whimsical way to attract tourists, the Jerusalem Municipality is behind this bold new installation, which will hang above the city's streets through October. Special events, including live music and street artists, will continue to liven up the scene over the next few months.

For more information about travel to Israel, visit www.goisrael.com.

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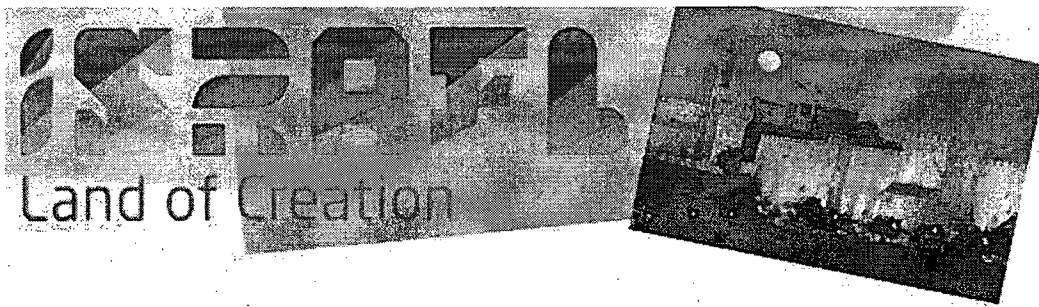
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PRESS RELEASE

UNESCO ADDS GALILEE JEWISH BURIAL SITE TO WORLD HERITAGE LIST

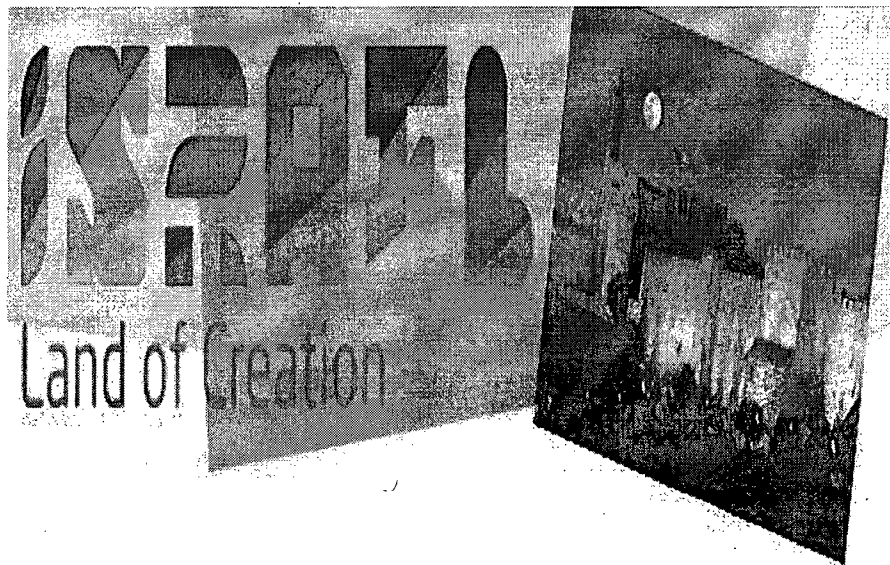


Photo Credit: Tsvika Tsuk/Catacomb 20

New York - July 14, 2015: UNESCO has just added the Necropolis of Beth She'arim in Western Galilee to its list of World Heritage sites.

Consisting of a series of catacombs, the necropolis dates back to the 2nd century, when it was created as the primary Jewish burial place outside Jerusalem following the second Jewish revolt against Roman rule. Located southeast of the city of Haifa, these catacombs contain artworks and inscriptions in Greek, Aramaic and Hebrew.

The site marks the tenth UNESCO World Heritage site in Israel, joining the Old City of Jerusalem;

Masada; the Old City of Acre; the White City of Tel Aviv; the biblical tels of Megiddo, Hatzor, and Beersheba; the incense route of desert cities in the Negev; Baha'i holy places in Haifa and the Western Galilee; the Nahal Me'arot caves in the Carmel; and mostly recently Beit Guvrin National Park.

Find more information [here](#).

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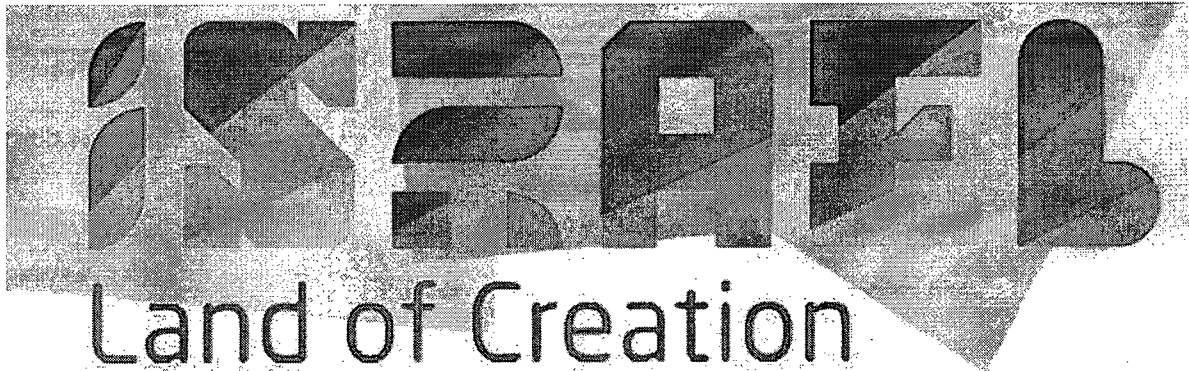
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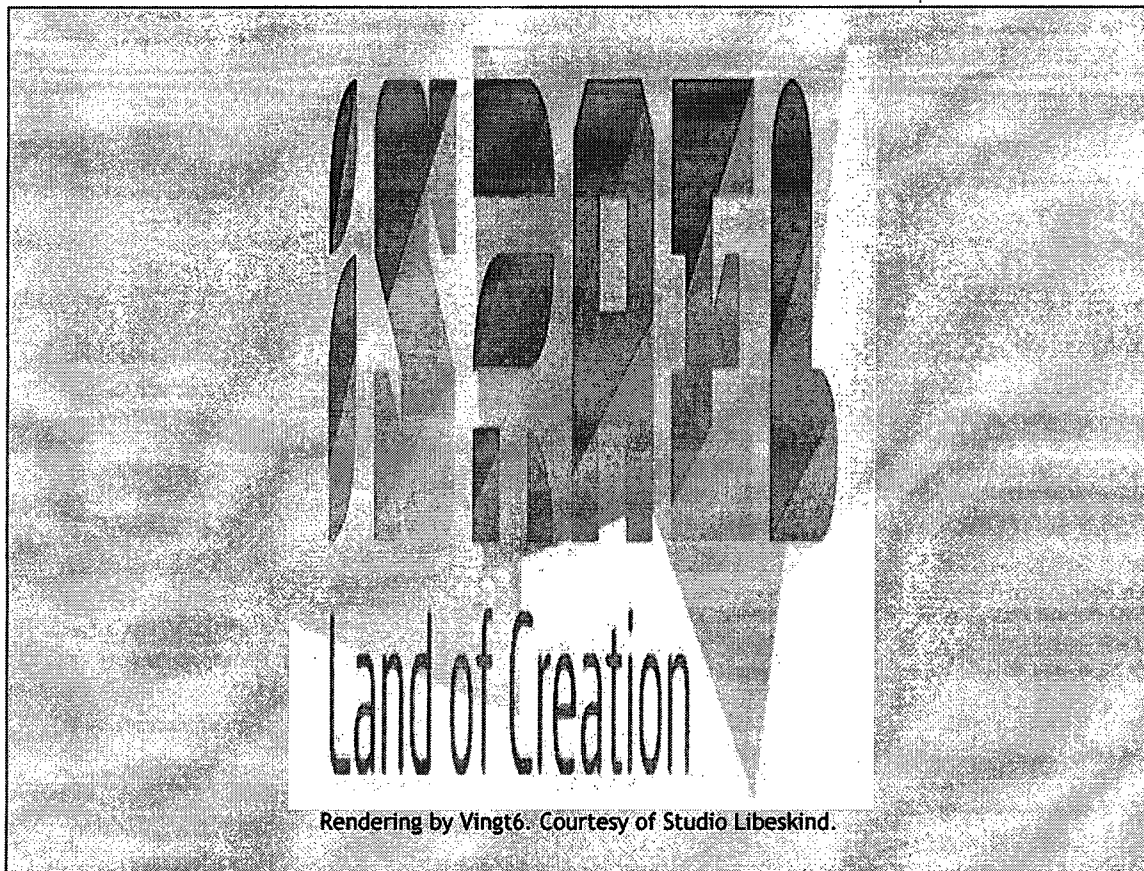
MOST ANCIENT TORAH FRAGMENT SINCE DEAD SEA SCROLLS FOUND

A small, seemingly unremarkable burnt fragment discovered 45 years ago during excavations on the western shore of the Dead Sea has just found new meaning. The results of hi-tech sequencing have determined it is actually a 1,500-year-old Torah scroll from the Book of Leviticus. The scroll, which came from the Holy Ark of the synagogue at Ein Gedi, was deemed to be the most important discovery since the Dead Sea Scrolls.

Watch this space for more developments about when the fragments will be exhibited.

JERUSALEM TO ADD TO ITS SKYLINE

Jerusalem's city council has approved plans to build a new pyramid-shaped tower, which is set to become the city's second-tallest building when construction is complete in 2019. Designed by architect Daniel Libeskind, famous for his work on Berlin's Jewish Museum and the 9/11 Memorial site, the tower has been coined as the "Freedom Pyramid". The 26-story tower will house a public plaza with upscale shopping, 200 apartments, a boutique hotel and a rooftop observatory and restaurant. The half-stone, half-glass structure will feature Jewish motifs throughout, such as Stars of David embedded in its exterior.



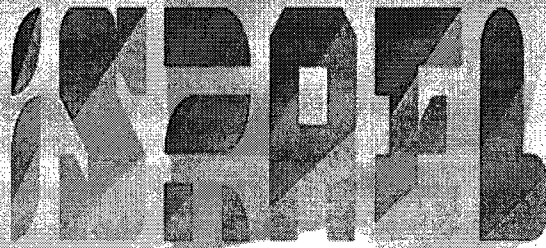
SPOTLIGHT ON ISRAEL'S FIRST ARAB MODERN ART MUSEUM

The Arab Museum of Contemporary Art and Heritage (AMOCAH) opened its doors this summer in Sakhnin, a small predominantly Muslim city in the Galilee region, making it the country's first museum of its kind. Conceived by Israeli artists Belu-Simion Fainaru and Avital Bar-Shay, who came up with the idea while curating the Mediterranean Biennale, hoping to establish a more permanent home for modern and contemporary Arab art. The museum's opening exhibit is called "HIWAR," which roughly translates to "dialogue," but more precisely denotes a conversation between people or parties working together toward a positive resolution without animosity.

EL AL ISRAEL AIRLINES TO ORDER DREAMLINERS

EL AL Israel Airlines has announced its intention to acquire 15 new wide-body 787-8 and 787-9 Dreamliner aircraft with the option to purchase 13 additional aircraft. These aircraft are the latest and most advanced in the world and are considered to be efficient and economical in terms of fuel consumption, utilization and maintenance costs. During the next five years, these

aircraft will fly roundtrip from New York (JFK/Newark), Boston and Toronto to Israel and will replace the existing 747-400 and 767 fleet.



Land of Creation

EPIC ISRAEL MOUNTAIN BIKE RACE ANNOUNCED

Epic Israel, a mountain bike race for both professional and amateurs riders, will take place from October 8 - 10, 2015. Over 500 riders from Israel and overseas are expected to participate in the three-day event that journeys through biblical landscapes and breathtaking views. The routes will pass through Mount Carmel in the North of Israel passing through Zichron Yaakov and the Baron's Estate, as well as down to the south to the nature reserves of Horshan and Alonei Itzhak. The route will also include single tracks in Mishmar HaEmek Forest.



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Find more information [here](#).

MARIA CAREY AND KANYE WEST TO PERFORM IN ISRAEL

Both Mariah Carey and Kanye West have visited Israel on separate occasions earlier this year, and will be coming back to perform this summer. Mariah Carey will perform at the Rishon LeZion Live Park Amphitheater, just south of Tel Aviv, on August 18, while Kanye West will

perform in Israel for the first time at Ramat Gan Stadium on September 30.

MUSIC LEGENDS VISIT TEL AVIV

Tel Aviv has drawn in top music legends this summer. Legendary Jazz pianist Chick Corea stayed at the Dan Tel Aviv Hotel in July when he was in town to perform four sold-out concerts with Bobby McFerrin. Also in town were two of Brazil's most charismatic singer-songwriters, Caetano Veloso and Gilberto Gil, who performed at the Yad Eliyahu Arena in Tel Aviv. Gloria Gaynor also graced the city with her presence, who performed at Tel Aviv's Cultural Palace on July 29.



Photo Credit: Heichal Hatarbut

RED SEA JAZZ FESTIVAL: AUGUST 23 - 26, 2015

The popular Red Sea International Jazz Festival, which takes place in Israel's southernmost resort city of Eilat, will mark its 29th year at the end of August. Attracting tens of thousands of jazz enthusiasts from Israel and around the world every summer, the Eilat Port is transformed to a magnificent music venue with three open-air performance halls under the desert skies. This year's festival, under the direction of internationally acclaimed musician Eli Degibri, features performances by Israeli and international bands, including world-renowned jazz performers as well as young local artists. The lineup includes: the Ron Carter Quartet, the Touré-Raichel Collective, and the Jack DeJohnette Trio with Ravi Coltrane and Matt Garrison.

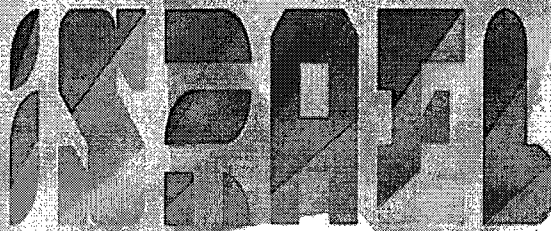


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Find more information [here](#).

KLEZMER FESTIVAL RETURNS FOR 28TH YEAR

From August 18 - 20, 2015, the annual open-air Klezmer Festival will take place in the city of Safed, filling its streets with free performances every evening. Many other activities will be held during the festival as well, including a stage for "Klezmerim for Kids," allowing children to play Klezmer instruments for themselves. From August 24 - 28, master classes will be held, drawing in students from around the world to study with some of the great Klezmer musicians.



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Find more information [here](#).

BEER CELEBRATED IN ISRAEL

Beer will be celebrated in Israel this month at the Jerusalem Beer Festival, held in Independence Park August 27 - 28. The festival will feature more than 150 types of beers from Israel and around the world, exhibiting premium breweries, boutique breweries and homemade beers. Live music and performances will also accompany the festival. In the last five years, there has been a growing trend in locally brewed beer, with over 20 officially licensed boutique breweries in Israel and the microbrewery scene expanding rapidly with brands such as

Jem's Beer Factory, Dancing Camel, LiBira, Shapira and Alexander.

ISRAEL

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CONTEMPORARY DESIGN EXHIBIT AT THE TOWER OF DAVID MUSEUM

The Tower of David Museum in Jerusalem has opened a new contemporary design exhibition called "Objective," bringing together for the first time two leading Jerusalem-born designers: Ezri Tarazi and Haim Parnas. The exhibit demonstrates new bodies of work by the two designers, which are centered on their personal reflections and inspirations from the city of Jerusalem. Tarazi's work includes nine tables designed out of different physical and conceptual interpretations of certain aspects of the city, while Parnas's work combines functional items and humorous sculptural objects reflecting different types of environments. The exhibit will run until December 2015.

ISRAEL

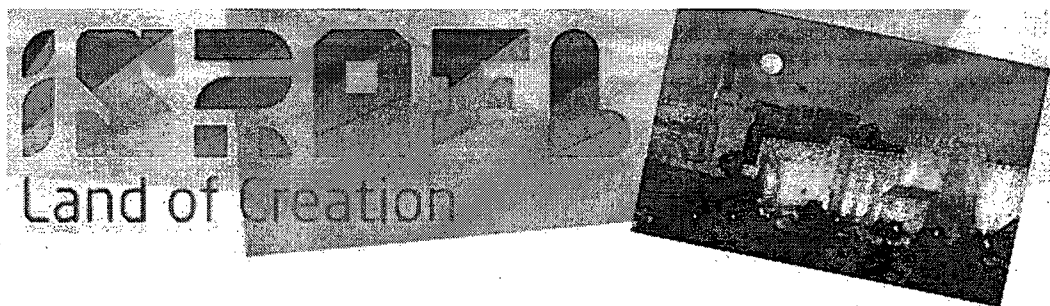
Land of Creation

Photo Credit: Oded Antman

Find more information [here](#).

FAUCHON OPENS IN TEL AVIV

Legendary French patisserie and gourmet food store Fauchon has opened its first store in Israel in Tel Aviv's new Sarona Market. Also in the works down the line will be a "laboratory," which is being built in Rishon Letzion as a space dedicated to preparing food, and facilitating catering services and points of sale. The Tel Aviv branch will have an Israeli staff, trained by a Fauchon pastry chef. A majority of the desserts baked locally will be identical to those made in Paris, while others will be unique pastries made with Israeli ingredients and flavors.



PRESS RELEASE

THE ISRAEL MINISTRY OF TOURISM LAUNCHES NEW WEBSITE ON JEWISH TRAVEL

New York - August 24, 2015: The Israel Ministry of Tourism has announced the launch of a new website for the Jewish traveler, www.israel.travel. The new site features a sleek and contemporary design for an easy and user-friendly experience. Visitors can search by categories including Attractions, Where To Go, and Events to help them plan their perfect trip to Israel.

The new site also aims to highlight more of Israel's "off the beaten path" areas, such as the Negev Desert, in addition to the more well-known tourist sites and attractions. For travel professionals, the site offers a wealth of up-to-date information on Israel tour operators and travel offers.

As the American Jewish traveler represents 45% of Israel's overall North American tourism figures, the site will also cater to families wishing to celebrate their children's Bar/Bat Mitzvahs in Israel, as well as to those dreaming of visiting the country's holy sites.

To promote Israel through these themes, the Israel Ministry of Tourism also launched a new complementary "Beyond Belief" digital advertising campaign, with the goal of targeting both first-timers and seasoned travelers to explore the many facets of Israel. The new campaign demonstrates a greater investment by the Ministry of Tourism in the Jewish travel market than in previous years.

For an introduction to the new "Beyond Belief" campaign via a short video and to learn more about Israel for the Jewish traveler, visit www.israel.travel.

MEDIA CONTACTS

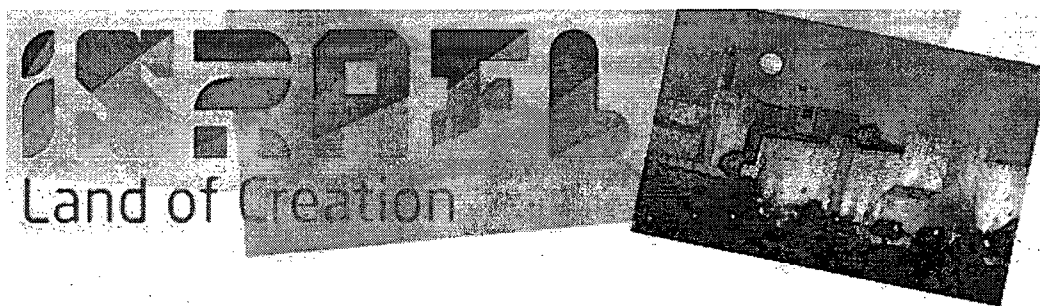
Shira Ansbacher - shiraa@imot.org - 1-646-779-6757
Beth Levin **WEILL** - blevin@geoffreyweill.com - 1-866-PRWEILL

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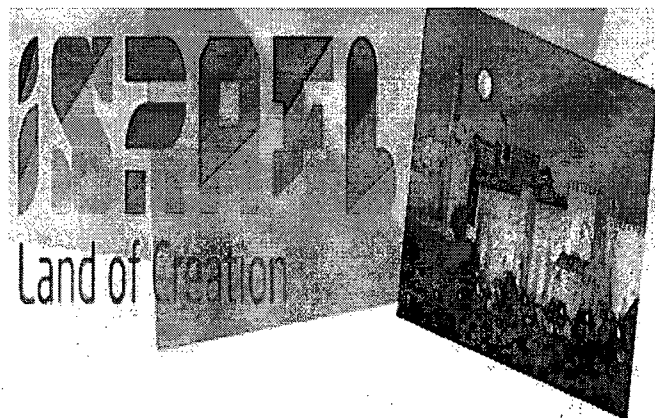
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PRESS RELEASE

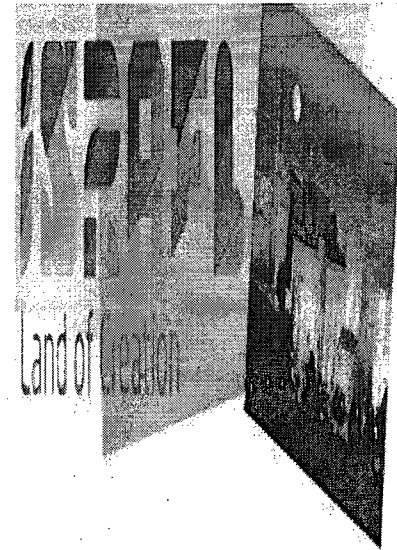
SKRILLEX AND ZEDD TO HEADLINE THE MINUS 424 DEAD SEA RAVE ON NOVEMBER 5



New York - September 17, 2015: Two of the top names in electronic dance music, Skrillex and Zedd, will perform in Israel on November 5th at the Minus 424 Dead Sea Rave. Taking place in a breathtaking location at the base of Masada, an iconic ancient fortress, and the lowest point on earth (424 meters below sea level), the sunset-to-sunrise event is expected to draw 20,000 people. Now in its third year, the Minus 424 Dead Sea Rave will feature an elaborate stage, pyrotechnics, special effects, a vast dance space and VIP areas. Due to the festival's remote location at the Dead Sea, special shuttles will be provided from Tel Aviv, Rishon LeZion, Haifa, Jerusalem, Beersheba and Eilat.

California-born Skrillex (aka Sonny Moore) is one of the biggest artists to emerge from the American electronic music scene. He has six Grammy Awards to his name, including one for Best Dance/Electronic Album for 2012's *Scary Monsters and Nice Sprites*, and one for Best Dance Recording for 2013's *Bangarang*. A DJ and music producer with a relentless touring schedule, Skrillex may be best known for his ability to connect to huge festival audiences.

Zedd (aka Anton Zaslavski) is a Russian-German musician, DJ and music producer whose first album, *Clarity* (featuring with the vocals of British singer, Foxes), won the 2014 Grammy Award for Best Dance Recording. He has worked with Lady Gaga, the Black Eyed Peas, Fatboy Slim and Ariana Grande. In 2015, Zedd released his album *True Colors* and toured festivals around the world, including Coachella and Tomorrowland.



Zedd

All attendees must be 18 years of age or older to attend the Minus 424 Dead Sea Rave. Tickets start at \$58. For tickets, packages and reservations, see www.minus424.com.

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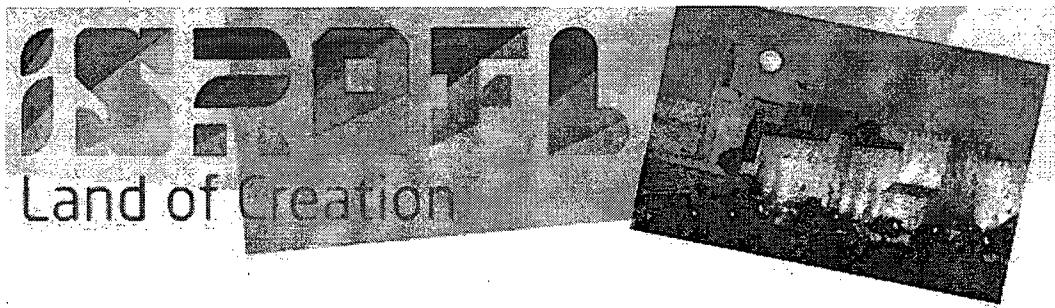
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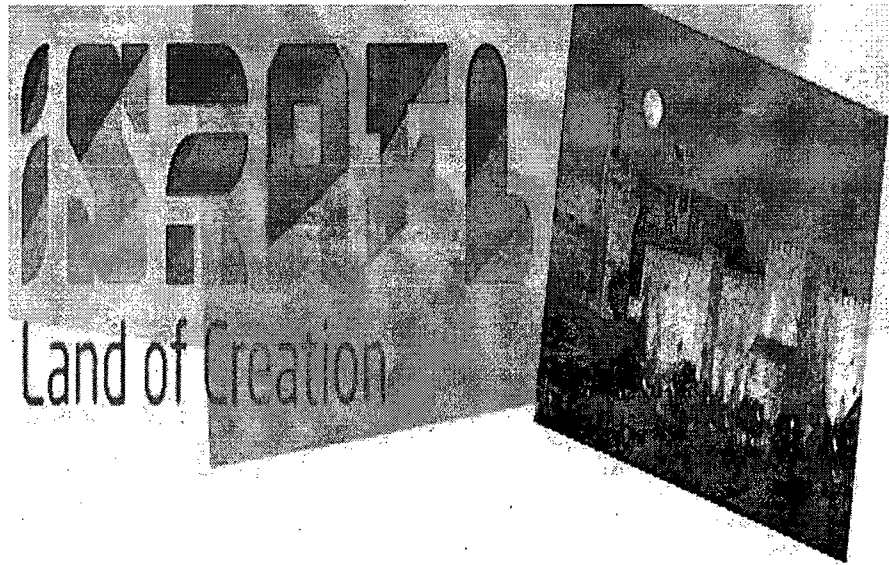
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PRESS RELEASE

JERUSALEM OPENS THE DOORS TO ITS MOST EXCLUSIVE, UNIQUE SPACES



New York - September 24, 2015: Inspired by the successful Open House London and Open House New York City events, Open House Jerusalem will open the doors to some of its most exclusive and unique spaces from October 22 - 24, 2015. Designer lofts, urban villas, unique synagogues, architectural marvels, curious construction sites and private gardens are among the spaces that will be open to the public free of charge.

Tours will include:

- A look at houses in the Old City dating back 500 years
- Access to areas of the Sha'are Tzedek Hospital that are not accessible to the public
- Underground visit of the site where the Jerusalem - Tel Aviv train tunnel is being built

- Backstage tour of the Jerusalem Theater
- A unique view of the toy collection at the Israel Museum, which contains around 15,000 items including dolls, games and other childhood artifacts from different periods

Note that while the Open House Jerusalem tours will be conducted in Hebrew, many of the events are simply "Open Houses" whereby participants can experience the spaces without commentary.

Find more details on the event [here](#).

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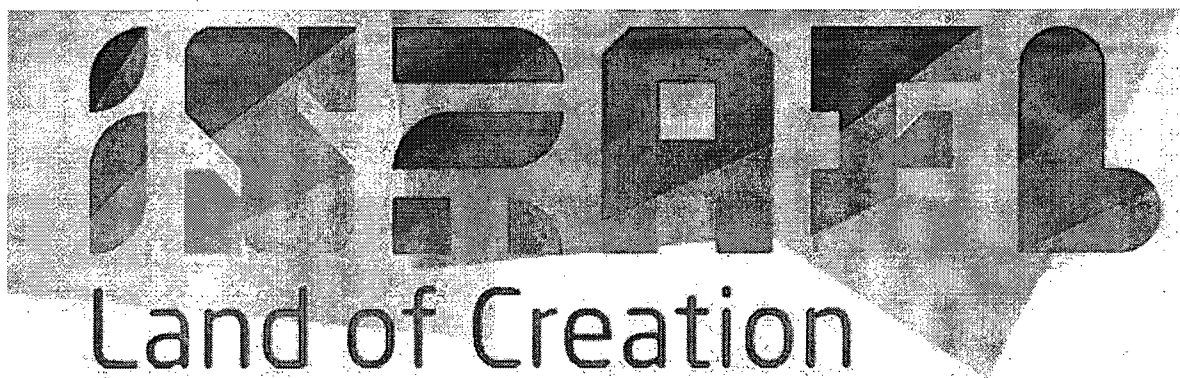
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KANYE WEST, BON JOVI & MARIAH CAREY TAKE ON TEL AVIV

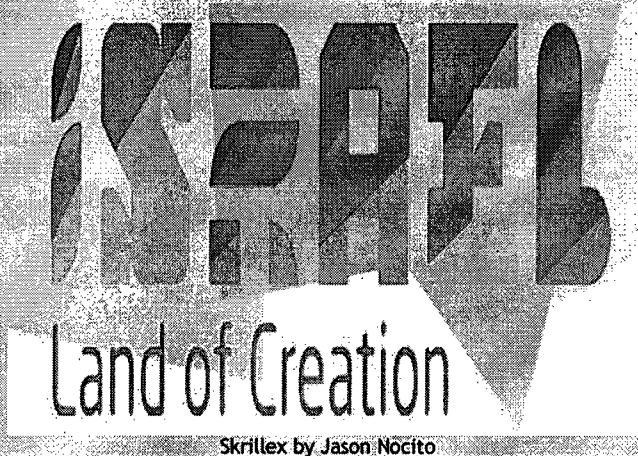
Two huge music stars will set the stage in Tel Aviv this fall. Kanye West will perform in Israel for the first time at Ramat Gan Stadium on September 30. Bon Jovi will perform at Hayarkon Park on October 3, bringing classics like "Livin' on a Prayer" straight to the Holy Land. Mariah Carey recently made her musical debut in the country on August 18 at Live Park in Rishon Lezion.



Photo Credit: Rodrigo Ferrari

SKRILLEX AND ZEDD TO HEADLINE THE MINUS 424 DEAD SEA RAVE ON NOVEMBER 5

Two of the top names in electronic dance music, Skrillex and Zedd, will perform at the Minus 424 Dead Sea Rave at Masada on November 5. Taking place in a breathtaking location at the base of Masada, an iconic ancient fortress, and the lowest point on earth, the sunset-to-sunrise event is expected to draw in 20,000 people. Now in its third year, the Minus 424 Dead Sea Rave will feature an elaborate stage, pyrotechnics, special effects, a vast dance space, and VIP areas. Due to the festival's remote location on the Dead Sea, special shuttles will be provided from Tel Aviv, Rishon LeZion, Haifa, Jerusalem, Beersheba, and Eliat.



Skrillex by Jason Nocito

Find more information [here](#).

LEGENDARY ASTRONAUT BUZZ ALDRIN TO JOIN WORLD'S LARGEST SPACE CONFERENCE IN JERUSALEM

More than 3,000 members of the international space industry, agencies and academia are expected to converge in Jerusalem for the 66th annual International Astronautical Congress (IAC) 2015, which will take place from October 12 - 16, 2015. The Israel Space Agency will host the IAC with a week of meetings and lectures. Much of the event will focus on the recent discoveries by the New Horizons space probe that photographed Pluto earlier this month. NASA astronaut Buzz Aldrin will visit Israel for the first time to participate in the IAC.

Find more information [here](#).

580 NEW HOTEL ROOMS TO BE BUILT IN

JERUSALEM

Two companies have won the bid to build two new hotels on the Jerusalem Ridge compound, overlooking the Mount of Olives -- an eight-floor, 400-room hotel and a seven-floor, 180-room hotel. This development is the first stage in the compound project, which will eventually include a total of 1,330 new hotel rooms.

2016 OPERA AT MASADA FESTIVAL

Looking ahead to 2016, the Opera at Masada Festival returns next September with a new larger-than-life production of Charles Camille Saint-Saëns' *Samson et Dalila* on September 15 and 17, 2016. Verdi's beloved opera *Un Ballo in Maschera* will be performed under the Judean skies on September 16, 2016.



Carmina Burana Dress Rehearsal 3.6.15. Credit: Yossi Zwecker

Find more information [here](#).

ONE OF TEL AVIV'S OLDEST BUILDINGS TO BE REBORN

A historic building taken off the streets of Tel Aviv six years ago is set to make a comeback as part of a new 21-floor high-rise. The Adler house, built between 1910 and 1911, became one of the first homes in Ahuzat Bayit, from which Tel Aviv was born. In a unique conservation project, the first of its kind in Israel, the building was dismantled into dozens of pieces and stored in a warehouse. The old historic building will now be integrated in the lower floors of this new luxury high-rise.



Land of Creation

The Adler House before it was dismantled in 2009. Credit: Henya Melichson

JERUSALEM BIENNALE FOR CONTEMPORARY JEWISH ART TO SHOWCASE NEARLY 200 ARTISTS

The second Jerusalem Biennale for Contemporary Jewish Art will take place from September 24 - November 5, 2015, showcasing the work of nearly 200 Israeli and international professional artists through 10 exhibitions held in seven different venues in the city center. The Tower of David Museum will host the main exhibition, *Jerusalem Passages*, showcasing large scale projects by five leading artists. Biennale2015 will continue to explore the space where contemporary art intersects with the Jewish world to present personal interpretations of contemporary Jewish art.



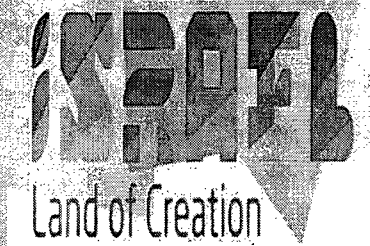
Land of Creation

Siona Benjamin's *The 4 Mothers who entered Pardes*

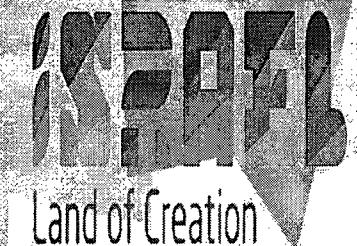
Find more information [here](#).

THE PLACE TO BUY LADY GAGA'S SHOES

Israel-based shoe designer Kobi Levi has become a household name in the world of high-end quirky heels, drawing in the likes of Lady Gaga to don his wearable works of art. Describing Levi's designs as "unique" is an understatement, as his shoes are designed to look like everything from sharks to swans to coffee cups and playground slides. Levi opened his studio in Tel Aviv in July 2011, where he began selling his creations to the public, which now range in price from \$800 to \$3,000 per pair. You can order the shoes via Levi's online store, but a purchase is of course best made straight from the source at Levi's Tel Aviv studio.



Kobi Levi's "Slide" shoe



Kobi Levi's "Shark" shoe

Find more information [here](#).

A MUSIC FESTIVAL AT THE DEAD SEA

The 16th annual Tamar Music Festival will take place at the lowest point on earth: The Dead Sea. From September 28 through October 2, 2015, the festival will heat up under the desert skies with performances set on stages with the Judean Desert Mountains as the backdrop. The five-day event will feature a wide range of music from Israeli artists.

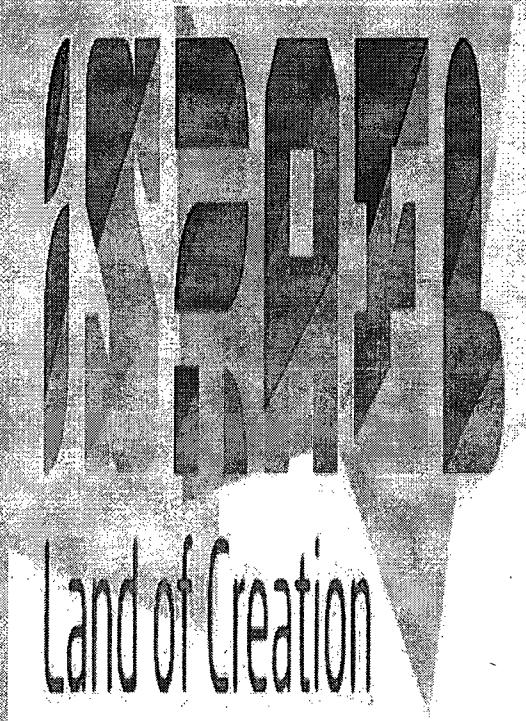


Find more information [here](#).

NEW EXHIBIT AT ISRAEL MUSEUM HIGHLIGHTS

BERLIN

As a centerpiece of the Israel Museum's 50th Anniversary season, the museum will be hosting an exhibit titled *Twilight over Berlin: Masterworks from the Neue Nationalgalerie, 1905-1945*. On view from October 20, 2015 through March 26, 2016, the exhibit will focus on examples of works by German artists whose avant-garde creativity was the foundation for various modern art disciplines in Israel. Featured will be works by masters of the German Expressionist movement, together with such Weimar period innovators as Wassily Kandinsky and Paul Klee. German heritage that can be seen within Israel's modern visual culture will be explored as well, focusing on the influence of German designers on modern Hebrew typography and the graphic arts.



George Grosz's *Grey Day* (1921)

Find more information [here](#).

BARON DE ROTHSCHILD'S SHIP MAY HAVE BEEN FOUND AFTER 100 YEARS

In a new study, researchers from the University of Haifa are trying to identify a shipwreck discovered at Dor Beach in 1976 as the Baron de Rothschild's missing ship. The "Baron de Rothschild's Ship" was one of three ships used to carry raw materials from France to a glass

factory established by the baron at Tantura beach, which served as a local production house for wine bottles for a local winery. The ship vanished without a trace in the late 19th century, and relics from a 2008 excavation are now being re-examined.

ISRAEL'S LARGEST CYCLING EVENT

For one day every year, cyclists take over Tel Aviv, shutting down major roads and trading cars for bikes. This year, on October 2, 2015, over 30,000 people will bike along four different courses, attracting more than 100,000 spectators. A special event called "Bicycle Festival in the Big City" will also take place in Rabin Square from September 30 - October 1, 2015.



Find more information [here](#).

HIKING ON THE ISRAEL NATIONAL TRAIL

WalkAboutLove, a nonprofit organization that offers hiking enthusiasts an opportunity to discover Israel in a new way, has announced that its seventh edition will start on October 8, 2015. Participants can opt to walk 10 days with the group or continue with the full 11-week experience along the Israel National Trail starting in Eilat and ending at Mount Hermon.





FALL 2015

ROMAN FOOTPRINTS FOUND IN ISRAEL LINKED TO 1ST-CENTURY SOLDIER

Archeologists have discovered perfectly preserved footprints in Israel that reveal the details of a Roman soldier's shoes. The prints were discovered at the Hippos-Sussita archeological site east of the Sea of Galilee. Researchers believe the footprints belonged to a Roman because they lay within the remains of a Roman bastion, a structure protruding from a defensive artillery wall. Find more information [here](#).

ARCHEOLOGISTS UNEARTH ANCIENT FORTIFICATIONS AT COASTAL SITE IN ISRAEL

An international team of archeologists has uncovered remains of a massive fortification wall and enclosure dating back to the Iron Age at the coastal archeological site known as Ashdod-Yam, 25 miles south of Tel Aviv. The site contains the remains of a fortified settlement, which likely bordered an important port facility during the era of Assyrian control in the 8th and 7th centuries BCE. The team is continuing excavations, focusing on the inside of the enclosure, where they may have found the remains of the 'citadel' of Ashdod-Yam.



UNEXPECTED MOSAICS REVEALED IN ANCIENT SYNAGOGUE

Excavations in the ancient Jewish village of Huqoq have revealed incredible floor mosaics in the buried ruins of a synagogue. Based on artifacts such as potsherds and coins from the synagogue's foundations, they believe the building dates back to the fifth century. One mosaic depicts elephants outfitted for war, which represents the first time a non-biblical story has been illustrated in an ancient synagogue. Other images found include theater masks, cupids, colorful birds, floral garlands and dancing male figures likely associated with Dionysus, the Greco-Roman god of wine, revelry and

the theater. Excavations are still ongoing to determine the reasons for these symbols.

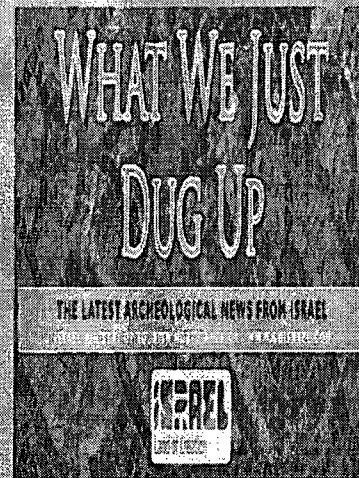


Photo by Mark Thiessen, National Geographic

Find more information [here](#).

2,000-YEAR-OLD PODIUM FOUND IN THE CITY OF DAVID

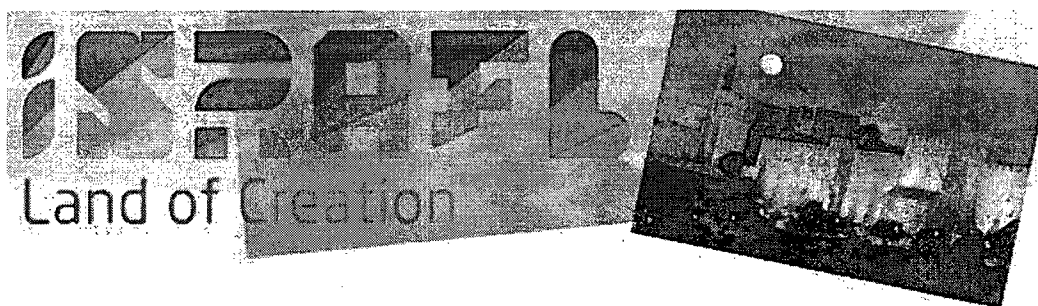
A unique pyramid-shaped staircase constructed of large ashlar stones was recently uncovered in an archeological excavation conducted by the Israel Antiquities Authority. The excavation is located in the Jerusalem Walls National Park in the City of David. This structure is situated alongside a well-preserved 2,000-year-old stepped street, which once carried pilgrims on their way from the Siloam Pool to the Temple that stood atop the Temple Mount. The street was constructed sometime in the fourth decade of the first century CE, and was one of the largest construction projects undertaken in Jerusalem during the Second Temple period. Archeologists believe the structure was a kind of monumental podium that attracted the public's attention when walking on the city's main street. Find more information [here](#).



INSCRIPTIONS FOUND ON SITE DATING BACK TO THE SECOND TEMPLE

During the preliminary groundbreaking for a new preschool in Jerusalem's Arnona neighborhood, officials uncovered the remains of a Jewish ritual bath (*mikvah*) and adjacent winepress dating back to the time of the Second Temple. This discovery was particularly unique, as a number of well-preserved inscriptions and wall paintings were found on this site. The inscriptions were written in the Aramaic language using the cursive Hebrew script common at the time. The finding may help bring more insight into the identity of the Jewish people and their quotidian lives in Jerusalem at that time.

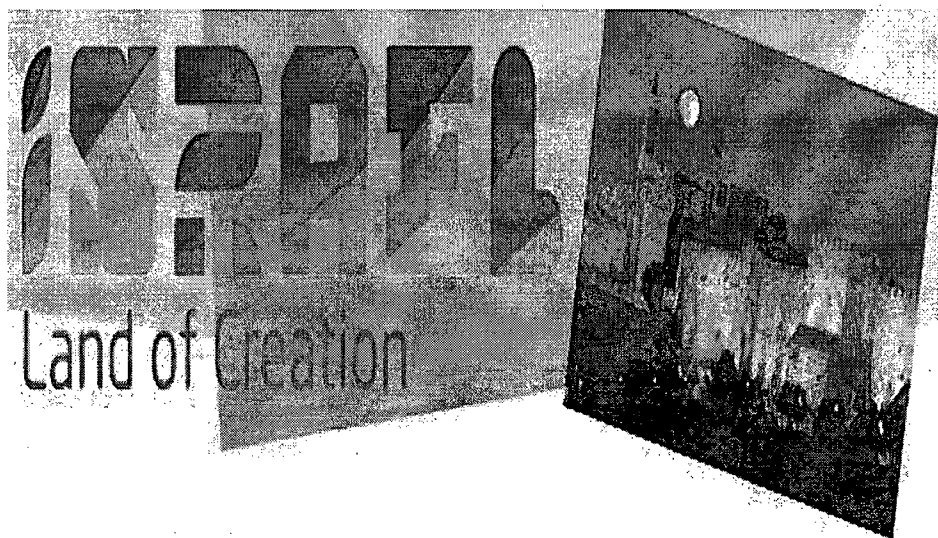




PRESS RELEASE

GROUPON LAUNCHES ISRAEL VACATIONS STARTING AT \$999 INCLUSIVE

*Dramatic Entry into Israel Tourism Market by
Key Online Sales Group*



New York - October 22, 2015: Groupon is launching an exclusive series of eight-day trips to Israel, priced from \$999* including airfare, and available for travel through early 2016. The tour includes visits to Tel Aviv, Galilee, Jerusalem and more.

"We've been working with Groupon on this exciting project for four months," says Uri Steinberg, Israel Tourism Commissioner, North America, "and the entrance into the Israel tour market by so iconic an online portal as Groupon is a dramatic vote of confidence in tourism to Israel." 2015 is already turning

out to be the best year ever for American tourism to Israel since the state's founding in 1948.

The eight-day/six-night tour includes:

- Roundtrip airfare from JFK to Tel Aviv
- Airline taxes and fuel surcharges
- One night at Cinema Hotel in Tel Aviv
- Two nights at Maagan Kibbutz Holiday Village beside the Sea of Galilee or Prima Galil Hotel in Tiberias
- Three nights at Prima Park Hotel in Jerusalem
- All transfers
- Six breakfasts, two dinners
- Sightseeing program (including entrance fees) by modern air-conditioned motorcoach
- Services of English-speaking tour manager throughout

Find more details on the trip [here](#).

**Price is per person, based on double occupancy*

MEDIA CONTACTS

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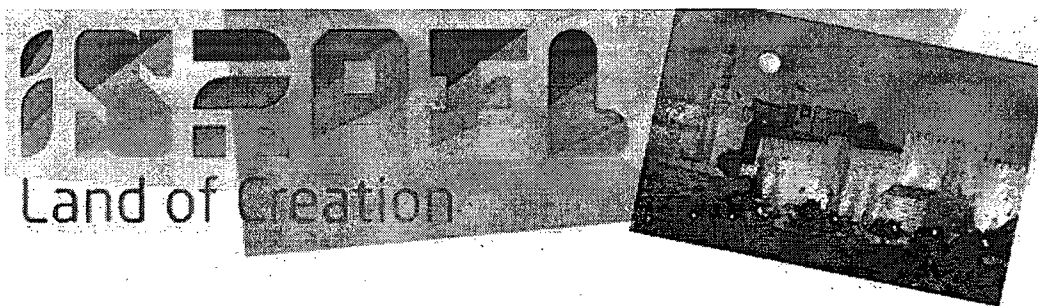
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PRESS RELEASE

ISRAEL RECOGNIZED IN *CONDÉ NAST TRAVELER'S* 2015 READERS' CHOICE AWARDS



New York - October 26, 2015: Israel was recognized 11 times in a variety of categories in *Condé Nast Traveler* magazine's 28th annual Readers' Choice Awards. More than 128,000 dedicated readers cast votes for some 5,000 hotels, hundreds of cities and islands, dozens of cruise ships, airlines and airports, resulting in more than 1,500 of the best travel experiences in the world.

Israel was recognized in the following categories:

Top 15 Hotels in the Middle East

Includes the Waldorf Astoria Jerusalem (#1), Mamilla Hotel (#6), King David Jerusalem (#8), Inbal Jerusalem Hotel (#12), Hilton Tel Aviv (#14) and David Citadel Hotel (#15)

Top 100 Hotels & Resorts in the World

Includes the Waldorf Astoria Jerusalem (#7)

Top 5 Resorts in the Middle East

Includes Dan Eilat Red Sea Hotel (#3)

Best Cities in the World

Includes Jerusalem (#11)

Best International Airlines

Includes EL AL (#18)

The Best Hotels in the World

Includes the Waldorf Astoria Jerusalem (#7)

The *Condé Nast Traveler* Readers' Choice Awards are the longest-running and most prestigious recognition of excellence in the travel industry and are commonly known as "the best of the best of travel." Under Editor-in-Chief Pilar Guzmán, the Readers' Choice Awards have become more selective and specific to the passions that inspire today's travelers.

The Readers' Choice Awards will also be featured in the November 2015 issue of *Condé Nast Traveler*, on newsstands nationwide on October 28, 2015. The full list is published exclusively online at www.CNTraveler.com/rca.

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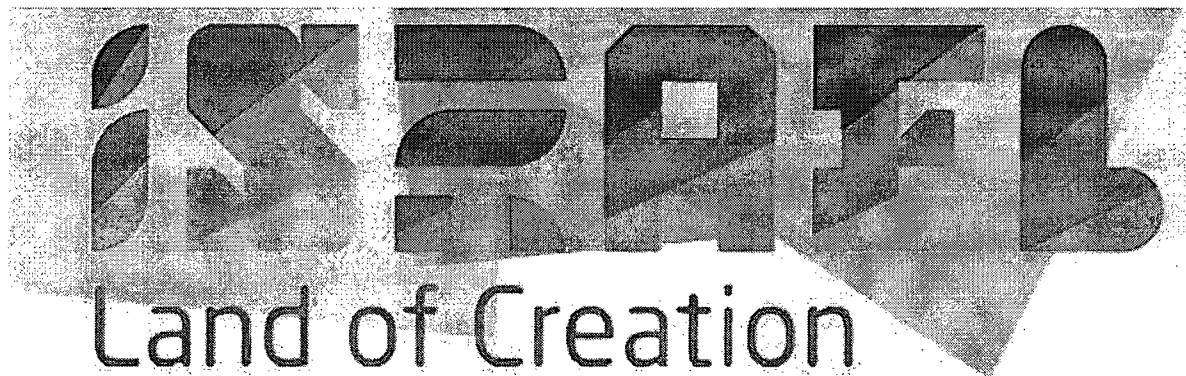
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Additional information available at the Department of Justice



THE LATEST TRAVEL NEWS FROM ISRAEL

ISRAEL GOVERNMENT TOURIST OFFICE NORTH AMERICA

www.goIsrael.com

#VisitIsrael

October 27, 2015

GROUPON LAUNCHES ISRAEL VACATIONS STARTING AT \$999 INCLUSIVE

Groupon has launched an exclusive series of eight-day trips to Israel, priced from \$999* including airfare, and available for travel through early 2016. The tour includes visits to Tel Aviv, Galilee, Jerusalem and more. "We've been working with Groupon on this exciting project for four months," says Uri Steinberg, Israel Tourism Commissioner, North America, "and the entrance into the Israel tour market by so iconic an online portal as Groupon is a dramatic vote of confidence in tourism to Israel." 2015 is already turning out to be the best year ever for American tourism to Israel since the state's founding in 1948.



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Find more information [here](#).

LIVE ON THE GROUND

A glimpse into the daily lives of travelers exploring Israel:



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View the clip [here](#).

AUTUMN IN TEL AVIV: IN THREE MINUTES

The sights and sounds of bustling Tel Aviv, captured in three minutes:



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View the clip [here](#).

ENRIQUE IGLESIAS SET TO PERFORM IN ISRAEL

Enrique Iglesias will perform at the Menora Mivtachim Arena in Tel Aviv as part of his 'Sex and Love' Tour on December 16, 2015. Iglesias last performed in Israel in June 2011. The tour will include some of his greatest hits, including "Tonight (I'm Lovin' You)," "I Like How it Feels," "No me digas que no," "Bailamos," "Cuando Me Enamoro" and "Finally Found You."



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TEL AVIV AND BERLIN PARTNER TO PROMOTE INNOVATION

Marking 50 years of the official ties between Germany and Israel, the two countries are

launching a new startup exchange program. As Tel Aviv and Berlin have become such important startup hubs, this new collaboration marks a great new development between the two countries. As part of this partnership, startups setting up shop in Tel Aviv and Berlin will have the opportunity to get free co-working spaces, advice on regulations and legal issues on starting new companies, as well as one-on-one mentoring assistance.

Find more information [here](#).

WATCH THE WESTERN WALL LIVE

Those missing Israel can now watch the Western Wall live via EarthCam. EarthCam is the global leader in delivering webcam content, technology and services. Founded in 1996, EarthCam provides live streaming video and time-lapse construction cameras for corporate, tourism and government clients in major cities around the world. Other popular tourism cams include Times Square, World Trade Center, Las Vegas Strip, Bourbon Street, Eiffel Tower, Andy Warhol's gravesite, Hollywood Boulevard, Miami Beach, and Abbey Road Crossing in London.



TEL AVIV HOSTS INTERNATIONAL LIVE MUSIC INDUSTRY CONFERENCE

Israel's international live music industry conference and event, Tune in Tel Aviv, will take place throughout the city from November 11-15, 2015. The event is recognized as the most important industry event in the Middle East, connecting the Israeli music community to the international scene. The main event, Israel's International Music Conference, will take place at the Tachana (the Old Jaffa Train Station) on Friday, November 13th from 9am-5pm, during which musicians and industry professionals will be invited to come together to discuss issues critical to the music industry. More than 70 Israeli music acts will be performing during the five-day event.



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Find more information [here](#).

THE 19TH INTERNATIONAL HARP CONTEST

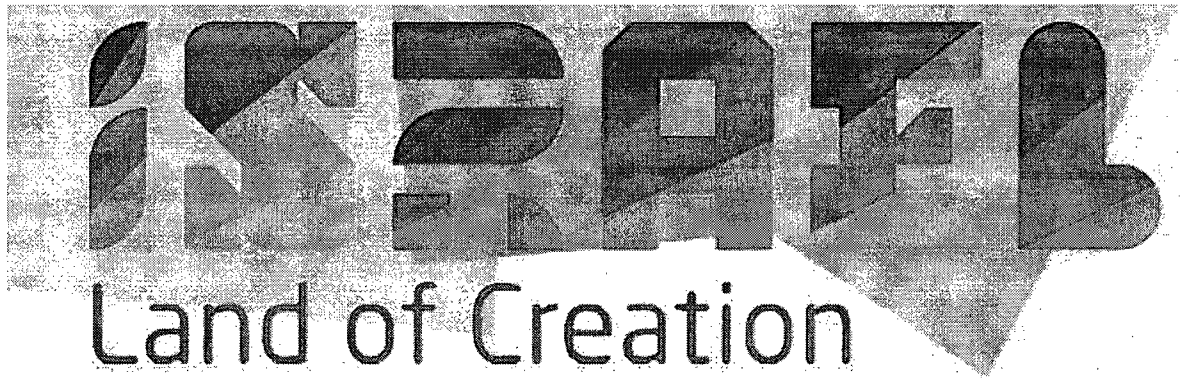
The 19th International Harp Contest in Israel will commence on November 23, 2015. This year, the contest will be hosted in the magnificent Knights' Halls in Old Acre, a city declared by UNESCO as a World Heritage Site. Harpist Anais Gaudemard, who won the contest in 2012, will perform at the opening night concert. Acre has become home to many cultural and music events such as the Israeli Opera Festival and the Acre International Fringe Theater. The International Harp Contest is the first competition in the world dedicated to the harp, and has been held every three years since it was first founded in 1959.



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Mai Fukui

Find more information [here](#).



THE LATEST TRAVEL NEWS FROM ISRAEL

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JERUSALEM OPENS THE DOORS TO ITS MOST EXCLUSIVE, UNIQUE SPACES

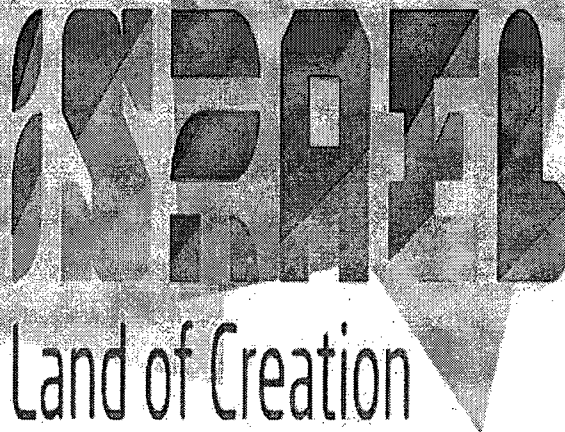
Inspired by the successful Open House London and Open House New York City events, Open House Jerusalem will open the doors to some of its most exclusive and unique spaces from October 22 - 24, 2015. Designer lofts, urban villas, unique synagogues, architectural marvels, curious construction sites and private gardens are among the spaces that will be open to the public free of charge.



Find more information [here](#).

JERRY SEINFELD TO PERFORM STAND-UP IN ISRAEL FOR THE FIRST TIME

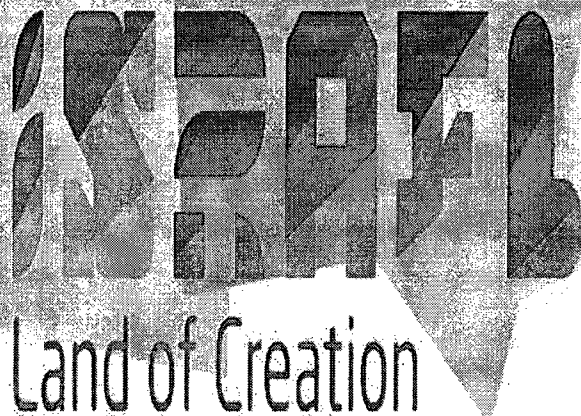
Comic legend Jerry Seinfeld will perform in Tel Aviv's Menora Mivtachim Arena on December 19 and 20 as part of his world tour. Although Seinfeld has been to Israel several times, this will be his professional debut in the country as a stand-up comedian. Originally scheduled to perform one show, which sold out within hours, Seinfeld agreed to add additional shows. The demand was so great that Seinfeld will now perform four shows in total, two a day on December 19 and 20.



Find more information [here](#).

ISRAEL'S LARGEST YOGA EVENT

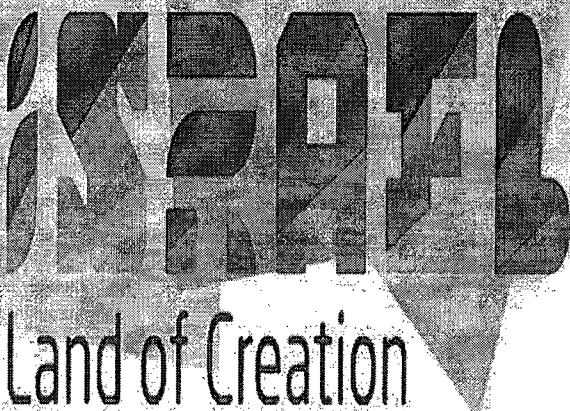
From November 5 - 7, 2015, the Arava Desert will welcome the sixth annual Yoga Arava Festival, the biggest yoga event in Israel. Throughout the weekend, the villages of the Arava will host yoga workshops with the best teachers in Israel and special guest teachers from abroad. The main event, the Night of Unity, takes place on the Friday night with a sunset yoga practice at the foot of Solomon's Pillars in the Timna National Park, an experience accompanied by live music and followed by a communal dinner. Among the types of yoga that will be practiced are Iyengar, Vinyasa, Ashtanga, Vijnana, Shivananda, Dharma Yoga, Kundalini Yoga, and a special workshop for Yoga teachers.



Find more information [here](#).

EILAT DESERT INTERNATIONAL MARATHON: NOVEMBER 27, 2015

The warm winter sun in Eilat along the Red Sea allows athletes to kick off the international marathon circuit with the Eilat Desert International Marathon on November 27, 2015. Eilat is a major destination for athletes to take advantage of the warm winter weather, the varied desert landscapes, and a host of professional and amateur sporting events. Participants can choose between a full marathon, half-marathon, 10k or 5k distance courses. The marathon begins at the Sun Bay, and takes runners up along Roded creek, past the remains of an ancient gold mine in the Tuchin valley and then continues upwards towards the Shechoret mountain to experience some truly breathtaking scenery. Registration ends on November 1, 2015.



Find more information [here](#).

FREE FRIDAY TOURS OF SARONA COMPLEX IN TEL

AVIV

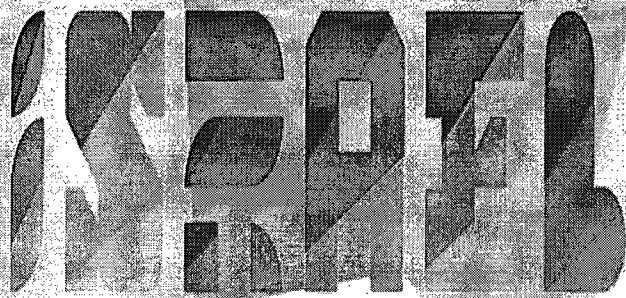
The new Sarona leisure complex is now offering free guided tours in English every Friday at 11:00AM, courtesy of the Tel Aviv-Jaffa municipality. The tours, which last up to two hours, explore the history and heritage of the restored German Templar colony in the center of the city, which today includes a range of cafes, restaurants, shops and galleries. Sarona combines a unique architectural history with a dynamic urban experience, inviting the public to enjoy this renewed Templar colony. Visitors can also explore the recently opened Sarona Market, Israel's largest indoor culinary market boasting 91 different shops.



Find more information [here](#).

TEL AVIV HOTEL ROLLS OUT THE RED CARPET FOR ROCK LEGEND JON BON JOVI

American Grammy Award-winning singer Jon Bon Jovi arrived in Tel Aviv on Friday, where he was welcomed to the Dan Tel Aviv's Presidential Suite for his weekend stay. Bon Jovi was in Tel Aviv for his first-ever concert in Israel, which drew a crowd of more than 50,000 fans to Hayarkon Park. Before leaving on Sunday morning, Bon Jovi autographed the Dan Tel Aviv's guest book (which has previously been signed by Mick Jagger, Madonna, Bono and many others) with a promise to return.



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Jon Bón Jovi and Etai Eliaz, General Manager of the Dan Tel Aviv, in the hotel's Presidential Suite

Find more information about Dan Hotels [here](#).

TOP CHEFS FROM THE USA AND EUROPE JOIN ISRAELI CHEFS FOR EXCLUSIVE EVENT

From November 1 - 25, 2015, acclaimed chefs from top restaurants around the world will meet in Israel for American Express' Round Tables event. During this event, chefs from New York, London, Barcelona, Rome, Berlin, Amsterdam and Athens will take over the kitchens of Tel Aviv's best restaurants. Each of the selected Tel Aviv restaurants will welcome an international chef for a week, who will prepare a full tasting menu, incorporating some of the country's local flavors. Representing the U.S. will be the chefs behind The Fat Radish in New York, who will be taking over The Blue Rooster in Tel Aviv, and from Osteria Mozza in Los Angeles, who will take over Cafe Italia in Tel Aviv, from November 1 - 7, 2015.



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Find more information [here](#).

TEL AVIV BAR NAMED AMONG WORLD'S TOP 20 BARS

Tel Aviv's Imperial Craft Cocktail Bar was voted among the world's top 20 bars at the World's 50 Best Bar Awards earlier this month. The trendy nightlife destination came in at number 17 in the rankings, earning it the distinction of being the highest new entry on the top-50 list. The winners are chosen by more than 400 of the spirits industry's international experts, and the resulting list is considered the ultimate guide to the top bars around the globe. Cocktails at the Imperial Craft include: the Spicy India, made with grated bittersweet chocolate, green cardamom, orange liqueur and an egg yolk; Flip of a Coin, made with Cognac, sherry, spices and a Guinness reduction; and Colonel Mustard, made with gin, Campari, orange liqueur, fresh grapefruit and a mustard-cinnamon syrup.



Find more information [here](#).

SINGERS FROM GEORGIA, USA PERFORM TO A FULL HOUSE

On October 11, 2015, 150 members of the Georgia-based Choral and Instrumental group performed within the ancient walls of the citadel at the Tower of David Museum, situated at the Jaffa Gate entrance to the Old City of Jerusalem. The concert, aiming to bring a sense of hope and joy to the community, brought a moving 80-minute choral and orchestral program to a packed audience.



Photo Credit: Ricky Rachman

Find more information [here](#).

FULL HOTEL OCCUPANCY IN JERUSALEM AND TEL AVIV

Hotels in Jerusalem and Tel Aviv have been at nearly full capacity for the month of October as international conferences, conventions and exhibitions have continued to attract visitors from all over the globe. From October 12 - 16, the International Astronautical Congress has taken place, bringing in Buzz Aldrin as a guest speaker, along with 2,000 other participants from abroad to discuss "Space - The Gateway for Mankind's Future" at Jerusalem's International Convention Center. TIMBER Israel, Israel's only woodworking and furniture industry fair, starts October 26, attracting representatives from 18 different countries. WATEC, the Water Technology and Environment Control Exhibition & Conference, took place from October 13 - 15 at the Tel Aviv Conference Center, bringing in more than 2,500 people. From October 20 - 22, the 36th World Zionist Congress will be filling hotel rooms with over 1,000 participants from 35 countries also at the Israel Convention Center in Jerusalem.



MANOFIM FESTIVAL OF CONTEMPORARY ART

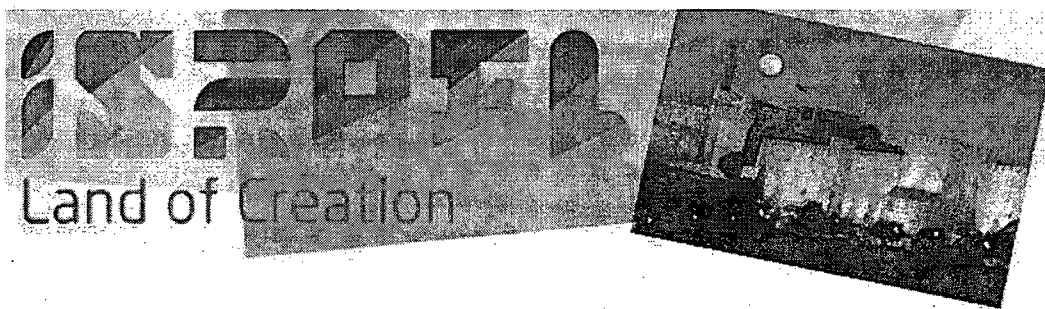
LAUNCHES

The Manofim Festival of Contemporary Art celebrates its eighth year from October 15 - 22 in Jerusalem. The festival celebrates the rich and diverse artistic creation that takes place in the city throughout the entire year. Manofim is made possible thanks to the rare collaboration between dozens of Jerusalemite galleries and art institutes, independent artist groups, and hundreds of artists who take part in the exhibitions. The festival includes 30 exhibitions within 20 galleries, showing a wide range of perspectives and pieces. This year's theme is "voices," exploring those voices that do not always get heard in the regular noise of Jerusalem.



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Find more information [here](#).



PRESS RELEASE

THRILLIST NAMES TEL AVIV'S FLORENTIN SECOND MOST HIPSTER NEIGHBORHOOD IN THE WORLD



New York - October 20, 2015: Thrillist recently named the Tel Aviv neighborhood of Florentin as the second most hipster neighborhood on earth in its Top 10 list.

Ranking just behind hipster capital Williamsburg in Brooklyn, Florentin is commended for its "blend of traditional culture and contemporary style." Thrillist also says that "in a city already known for its Bauhaus-style architecture, inspired street art, and 24-hour nightlife, Florentin's the go-to spot for artists, musicians, and people who dress like artists and musicians."

Florentin attracts many tourists and visitors to Tel Aviv, with its bohemian and eccentric mix of bars, cafes, restaurants and nightlife. Levinsky Street, in particular, is a destination in itself, with its plethora of spice shops and specialty food stores.

Other neighborhoods that made it on the list are Kreuzberg in Berlin, Malasaña in Madrid, Shoreditch in London, Tiong Bahru in Singapore, Amsterdam-Noord in Amsterdam, Södermalm in Stockholm, Fitzroy in Melbourne and Vesterbro in Copenhagen.

Find the full article [here](#).

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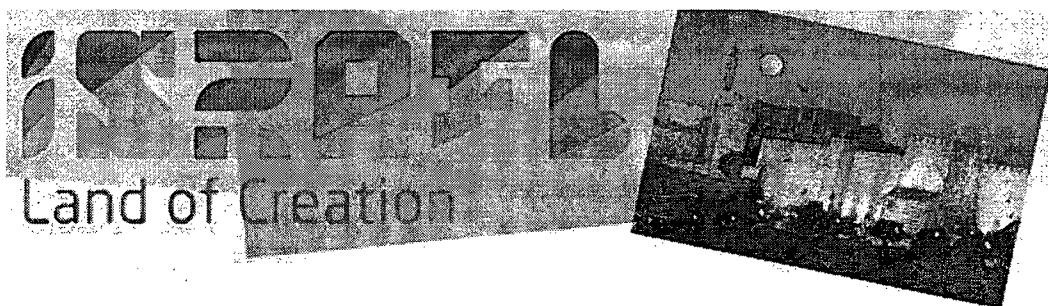
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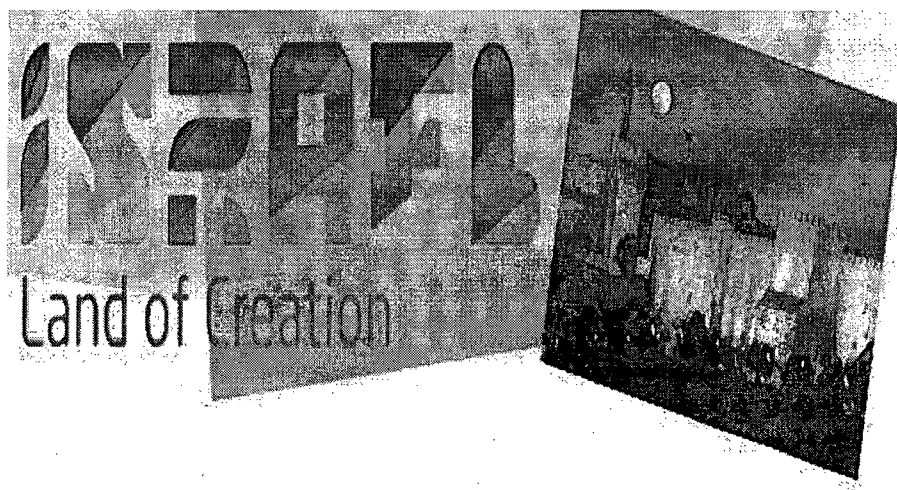
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PRESS RELEASE

UNITED TO LAUNCH SAN FRANCISCO-TEL AVIV FLIGHTS

SECOND CALIFORNIA CITY TO CONNECT NONSTOP TO ISRAEL



New York - October 8, 2015: United Airlines has announced it will add three nonstop roundtrip flights a week between San Francisco and Tel Aviv, says Uri Steinberg, Israel Tourism Commissioner for North America.

The San Francisco flights will commence on April 1, 2016, utilizing the Boeing 787-9 Dreamliner. The new route will bring the airline's weekly total of flights connecting the U.S. and Israel to 20 -- the airline already operates two daily nonstop roundtrip flights from New York to Tel Aviv. EL AL, Israel's national carrier, recently added three flights a week from Boston to Tel Aviv, in addition to its multiple flights from both New York's JFK and Newark-Liberty airports, and from Los Angeles. Delta Airlines also operates a daily flight from New York to Israel, and US Airways flies daily from

Philadelphia to Tel Aviv.

"After the New York metropolitan area, California is Israel tourism's #2 American market," Steinberg continued, "and San Francisco International Airport is ideally located not only for tourists but also for the vast amount of business travelers who literally commute between Silicon Valley and Israel's own high-tech centers."

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